

COMMON COUNCIL MEETING AGENDA
City of Whitewater Municipal Building – Community Room
312 West Whitewater St., Whitewater, WI 53190

Tuesday, August 15, 2023 - 6:30 p.m.

This will be an IN PERSON and a VIRTUAL MEETING

Citizens are welcome (and encouraged) to join us via computer, smart phone, or telephone. Citizen participation is welcome during topic discussion periods.

You are invited to a Zoom webinar.

When: Aug 15, 2023 06:30 PM Central Time (US and Canada)

Topic: Common Council Meeting

Please click the link below to join the webinar:

<https://us06web.zoom.us/j/84931997366?pwd=MmtXcFQ4VHFmU3JJMit0cGo5SFFGUT09>

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Webinar ID: 849 3199 7366

Passcode: 722290

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number:262-473-0108

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

SWEARING IN

SI-1	Swearing in of Finance & Administrative Services Director Rachelle Blich	N/A
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CONSENT AGENDA:

CA-1	Acknowledgement of Receipt and Filing of: Landmarks Committee Minutes from July 06, 2023 Common Council Minutes from July 18, 2023 Public Works Committee Minutes from July 11, 2023 July 2023 Combined Financial Statement	P. P. P. P.
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CITY MANAGER REPORT

STAFF REPORTS:

S-1	Presentation on a housing study by Tracy Cross & Associates – Neighborhood Services	P.
S-2	Business and marketing plan for Whitewater Aquatic and Fitness Center- Aquatic Center	P.
S-3	TV station update- Media Services	P.
S-4	Special Olympics update – City Manager Office	P.

HEARING OF CITIZEN COMMENTS. No formal Common Council action will be taken during this meeting although issues raised may become a part of a future agenda. Participants are allotted a three minute speaking period. Specific items listed on the agenda may not be discussed at this time; however, citizens are invited to speak to those specific issues at the time the Council discusses that particular item.

To make a comment during this period, or during any agenda item: On a computer or handheld device, locate the controls on your computer to raise your hand. You may need to move your mouse to see these controls. On a traditional telephone, dial *6 to unmute your phone and dial *9 to raise your hand.

RESOLUTIONS:

R-1	Resolution declaring official intent to reimburse expenditures from proceeds of borrowing	P.
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ORDINANCES:

First Reading

O-1	Ordinance 2062 an ordinance amending changes to portions of the zoning code dealing with code enforcement, building standards and penalties.	P.
O-2	Ordinance 2063 Ordinance amending Chapter 11.16.15, adding No Stopping, Standing or Parking on east side of Elizabeth Street in front of 401 S Elizabeth St south to Walworth Ave.	P.
O-3	Ordinance 2064 Ordinance amending Chapter 11.16.15, Parking restrictions on 2 nd Street between Whitewater Street and North Street	P.

Second Reading

O-4	Ordinance 2061 an ordinance amending Chapter 2.28 Police and Fire Commission	P.
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CONSIDERATIONS:

C-1	Discussion and possible action regarding Twin Oaks mobile home permit	P.
C-2	Discussion and possible action regarding FirstNet cell phone provider	P.
C-3	Discussion and possible action to Award Northside Water Main Extension Project Contract 3-2023 to Wondra Construction Inc of Iron Bridge, WI	P.
C-4	Discussion and possible action regarding Disposal of City owned property through on line auction.	P.
C-5	Discussion of the current exit interview process including adjustments or improvements made recently.	P.
C-6	Discussion and possible action regarding a comparison study of salary, wages and benefits for the City of Whitewater versus comparable cities.	P.
C-7	Discussion of the current goals, objectives and management plan for the City Manager.	P.
C-8	Discussion regarding retaining an attorney to represent Common Council on personnel matters	P.
C-9	Discussion of competencies categories for City Manager Evaluation	P
C-10	Councilmember Requests for Future Agenda Items or Committee items. Questions	N/A

FUTURE AGENDA ITEMS

F-1	Geese control on the lakes	N/A
F-2	Water credit policy	N/A

F-3	Good Governance manual changes	N/A
F-4	Virtual meeting for committee's policy	N/A

CLOSED SESSION

CS-1	CLOSED SESSION. Adjourn to closed session, to reconvene in open session , pursuant to Chapter 19.85(1)(e) "Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session." Items to be discussed: 1) Negotiation of Aquatic and Fitness Center Agreement with School District. Chapter 19.85(1)(c) Considering employment, promotion, compensation or performance evaluation data of any public employee over which the governmental body has jurisdiction or exercises responsibility. Items to be discussed: 1) Discussion regarding the performance evaluation of the City Manager	N/A
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CONSIDERATIONS:

C-12	Discussion and possible action regarding the performance evaluation of the City Manager.	N/A
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ADJOURNMENT

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk at least 72 hours prior to the meeting.

***Items denoted with asterisks will be approved on the Consent Agenda unless any council member requests that it be removed for individual discussion.**



Whitewater Landmarks Commission

MINUTES

Thursday, July 6, 2023 – 6:00 PM

Municipal Building, Cravath Lakefront Room
312 W Whitewater St, Whitewater, WI 53190

Call to Order and Roll Call

- Ben Adamitus called the meeting to order at 6:00 p.m.

Present: Ben Adamitus, Kori Oberle, James Ohm, Dan Richardson, Jamie Weigel

Absent: Lukas Schreiber, Karen Coburn

Others: Gloria Buley, Jason Jerman, John Marshall

Approval of Agenda

- Ohm moved to approve the agenda with a suggestion by Adamitus that Unfinished Business be moved up the Agenda under Call to Order and Roll Call. Oberle seconded the motion.

Ayes: Adamitus, Richardson, Oberle, Ohm, Weigel

Nays: None

Motion passed

Approval of the Meeting Minutes of June 1, 2023

- Oberle moved that the Minutes of the June 1, 2023 meeting be approved with a second by Ohm.

Ayes: Richardson, Oberle, Ohm, Adamitus, Weigel

Nays: None

Motion passed

Unfinished Business

- City-owned landmarks assessment of condition, maintenance and/or repair needs and progress, future plans, etc.
 - Oberle reported that the four once-missing parts of the Birge Fountain have been restored (painted) and are now ready for reinstallation. Oberle will contact the DPW to re-install them
 - Adamitus/Oberle reported that the party for the Birge Fountain was a success. Some donations were accepted and another memorial donation is forthcoming. The city is behind the fundraising efforts of the group to raise funds for the upcoming work that will be needed for the Birge Fountain.

- Oberle reported that mowing has been accomplished at the Effigy Mounds Preserve and the mounds are now visible. The mowing has been effective. She further noted that permission had been granted to bring back the archaeologist.
- Weigel noted that she is in contact with teachers and administrators of Whitewater schools. Some plans are underway to incorporate the Mounds Preserve into their curriculums.
- Gloria Buley reported that she has been working on an event to be held to be a fundraiser for the Birge Fountain. At this point it will include a fish boil, a band, and a beer tent. She will now approach the appropriate departments of the city to get the appropriate permits and apprise them of the event plans. She further noted that a T-shirt design has been made promoting the fundraising for the Fountain.
- A motion was made by Oberle and seconded by Ohm to thank Gloria Buley for her efforts on behalf of the fundraising for the Birge fountain to date and to approve of her current plans for the fundraising event. Motion passed unanimously on a voice vote.

Reports

- Adamitus reported that digitization and consolidation of local landmark and nomination documentation is still ongoing.
- Ohm reported that the landmarks education series next segment will be a two-part program on the Whitewater Depot. There has been 800+ hits to date on the first two segments. Help in production is now forthcoming from Community TV.

New Business

- Jason Jerman requested permission to modify his previous scope of work on the Walworth (Landmark) Hotel project from 12 inch shingle reveals in the gables to 9 inch reveals—all to match the shingle reveal on the front of the hotel. Further he noted that a contractor will begin work on the previously approved hotel project later this month.
 - A motion was made by Weigel to approve the requested change to the 9 inch reveal instead of the 12 inch reveal as requested. Motion was seconded by Ohm. Motion passed unanimously on a voice vote. Request granted.
- John Marshall presented a request to change two arched windows on the rear of the landmarked house at 122 Esterly Street to a 61 inch wide door.
 - A motion was made by Ohm and seconded by Weigel that the request be denied. It was the consensus of the all the landmarks commission members that the requests would be too dramatic a change to the façade of the house to be in appropriate conformity to the landmarks ordinance. Motion passed unanimously on a voice vote. Request denied.
- Adamitus reported that corrections to the city website regarding the Landmarks Commission are ongoing.

Future Agenda Items

- Suggested future agenda items include digitization, corrections to the city website regarding the landmarks commission and fundraising event for the Birge Fountain.

Adjournment

- Having completed the approved agenda Adamitus adjourned the meeting at 7:11 p.m.

Respectfully submitted,
Dan Richardson, Citizen Member

**ABSTRACT SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL ACTIONS OF
THE COMMON COUNCIL OF THE CITY OF WHITEWATER, WALWORTH AND
JEFFERSON COUNTIES, WISCONSIN**

July 18, 2023

The regular meeting of the Common Council was called to order at 6:30 p.m. by President Jim Allen. MEMBERS PRESENT: Neil Hicks, David Stone, Jim Allen, Lukas Schreiber, Lisa Dawsey-Smith, Brienne Brown, Jill Gerber. MEMBERS ABSENT: None. LEGAL COUNSEL PRESENT: Jonathan McDonell, City Attorney, STAFF PRESENT: John Weidl (City Manager), Brad Marquardt (Director of Public Works), Jeremiah Thomas (City Accountant).

CONSENT AGENDA: It was moved by Councilmember Dawsey-Smith and seconded by Councilmember Brown to acknowledge receipt and filing of the following: Common Council Meeting Minutes from June 6, 2023, Common Council Meeting Minutes from June 20, 2023, Community Development Authority Committee Minutes from May 18, 22, Library Committee Minutes from May 15, 2023, Public Works Committee Minutes June 13, 202, Landmarks Committee Minutes from May 04, 2023, Landmarks Committee Minutes from June 01, 2023, Planning Architectural Review Committee Minutes from June 12, 2023, Park Board Committee Minutes from May 17, 2023, June 2023 Combined Financial Statement Whitewater Police Quarterly Report AYES: Dawsey-Smith, Hicks, Schreiber, Gerber, Brown, Stone, Allen. NOES: None. ABSENT: None. Motion passed.

CITY MANAGER REPORT. City Manager Weidl gave his bi-monthly update of City events and accomplishments, including reports from the following departments: Public Works, Parks & Recreation, Police, and Human Resources.

STAFF REPORTS: East Gateway- Manager Boettcher gave an update on East Gateway. Spectrum Tv Station Update – City Manager gave an update on the tv station. Action Plan for Aquatic Center – Manager Boettcher gave an information on the action plan for the aquatic center. Jeff Knight wants to know what the numbers are pre Covid and post Covid for day passes.

HEARING OF CITIZEN COMMENTS: Kevin Green 365 W. Ann St. – Feels that City of Whitewater should get a fine for tennis courts by Washington School. Wants to know when Council will be taken the tour around the lake. Mr. Green is upset that the fourth of July committee used old pictures of Carvath lake and not a current picture. Mr. Green also wanted to complain about the smell of the lake.

Chuck Mills 336 S. Mills – Mr. Mills feel that the DNR job is to preserve wet lands and their jurisdiction should be question when it comes to the lake. Mr. Mills would like to see a farmer's opinion on how to handle the weeds. Mr. Mills would like to see some spray and even draining the lake and starting over. Wants to know why park and rec is not meeting this month. Mr. Mills would like to see the WAFC be cleaned better.

Resolution

City of Whitewater 2023 Salary Resolution, Amendment 2

WHEREAS, the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, set forth the wage and salary schedule in which wages are established for employees during 2023

NOW THEREFORE, BE IT RESOLVED by the Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, that the following ranges and numbers of employees in the 2023 Wage and Salary Schedule are hereby adopted pursuant to Wisconsin Statutes: and

BE IT FURTHER RESOLVED that the contents of this resolution shall supersede such previously adopted schedules where the subject matter between the two shall be in conflict, and the changes contained herein shall be effective beginning January 1, 2023:

Position	Department	FLSA Status	Minimum Hourly	Maximum Hourly	Minimum Annual	Maximum Annual
Accountant	Finance and Administrative Services	Non-Exempt	\$24.85	\$37.25		
Accounting Technician II	Finance and Administrative Services	Non-Exempt	\$18.79	\$24.22		
Activity Instructors	Parks and Recreation	Non-Exempt	\$8.66	\$12.29		
Activity Leaders / Lifeguards & WSI Aide	Parks and Recreation	Non-Exempt	\$10.01	\$13.68		
Administrative Assistant I - Fire/EMS	Fire and EMS	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I - Records Technician	Police	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I - Utilities	Department of Public Works	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I- Neighborhood Services	Neighborhood Services	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I-CDA	Administration	Non-Exempt	\$18.79	\$24.22		
Administrative Assistant I-Deputy Clerk	Administration	Non-Exempt	\$18.79	\$24.22		
Adult Program Coordinator	Parks and Recreation	Exempt			\$39,754.57	\$49,461.75
Aquatic Coordinator	Parks and Recreation	Exempt			\$37,831.91	\$50,377.13
Assistant Library Director	Library	Exempt			\$34,272.22	\$69,978.00
Athletic Program Coordinator	Parks and Recreation	Exempt			\$37,831.91	\$50,377.13
Bailiff	Municipal Court	Non-Exempt	\$25.00	\$25.00		
Captain	Police	Non-Exempt			\$94,232.65	\$101,794.49
Instructors / Certified Instructors	Parks and Recreation	Non-Exempt	\$15.00	\$25.00		
Chief Election Inspectors	Administration	Non-Exempt	\$12.98	\$13.60		
City Clerk	Administration	Exempt			\$34,272.22	\$69,978.00
Clerk of Court (Part-time)	Administration	Non-Exempt	\$18.79	\$24.22		
Communications Coordinator	Police	Non-Exempt	\$22.77	\$31.25		
Community Service Officer	Police	Non-Exempt	\$12.02	\$17.84		
Comptroller	Finance and Administrative Services	Exempt			\$62,141.09	\$80,125.55
Customer Service Specialist	Library	Non-Exempt	\$15.20	\$19.61		
Desk Staff	Parks and Recreation	Non-Exempt	\$10.82	\$17.84		
Desk Staff Lead	Parks and Recreation	Non-Exempt	\$16.23	\$20.12		
Detective	Police	Non-Exempt	\$35.71	\$35.71		
Detective Lieutenant	Police	Non-Exempt	\$38.17	\$38.17		
Director of Public Works/City Engineer	Administration	Exempt			\$86,449.98	\$110,734.78
Dispatcher / Records Communications Aide I	Police	Non-Exempt	\$20.70	\$28.40		
Dispatcher / Records Communications Aide II	Police	Non-Exempt	\$19.71	\$24.05		
Economic Development Director	Administration	Exempt			\$59,154.47	\$90,269.60
Election Inspectors	Administration	Non-Exempt	\$10.82	\$11.33		
EMS / Fire All Call	Fire and EMS	Non-Exempt	\$30.00	\$30.00		
EMS Chief	Fire and EMS	Exempt	\$38.46	\$38.46		
EMT Basic/Advanced/Paramedic/Firefighter	Fire and EMS	Non-Exempt	\$15.00	\$25.00		
Engineering Technician	DPW	Non-Exempt	\$25.72	\$31.21		
Facility Maintenance I	Parks and Recreation	Non-Exempt	\$25.72	\$31.21		
Facility Maintenance II	Parks and Recreation	Non-Exempt	\$20.53	\$25.98		
Finance and Administrative Services Director	Finance and Administrative Services	Exempt			\$86,449.98	\$110,734.78
Fire Inspector / Code Enforcement Officer	Neighborhood Services	Non-Exempt	\$14.05	\$18.13		
Fire Inspector EMT / Firefighter	Fire and EMS	Non-Exempt	\$28.00	\$28.00		
First Assistant Chief	Fire and EMS	Non-Exempt	\$33.08	\$33.08		
Foreman (Lead)	DPW	Non-Exempt	\$29.33	\$35.74		
GIS Analyst	Neighborhood Services	Non-Exempt	\$20.41	\$26.33		
Head Lifeguard	Parks and Recreation	Non-Exempt	\$13.41	\$17.84		
Human Resources Administrator	Administration	Non-Exempt	\$18.79	\$24.90		

City of Whitewater
2023 Salary Resolution, Amendment 2

Position	Department	FLSA Status	Minimum Hourly	Maximum Hourly	Minimum Annual	Maximum Annual
Human Resources Manager	Administration	Exempt			\$57,056.66	\$78,273.09
Intern	Administration	Non-Exempt	\$10.00	\$15.00		
IT Administrator	Administration	Exempt			\$73,358.33	\$99,520.36
Joint Services Officer	Neighborhood Services	Non-Exempt	\$12.02	\$17.84		
Lab Assistant	Wastewater	Non-Exempt	\$11.40	\$13.83		
Laborer I	Streets/Parks/Forestry	Non-Exempt	\$25.72	\$31.21		
Laborer I - Mechanic	Streets/Parks/Forestry	Non-Exempt	\$25.72	\$31.21		
Laborer II	Streets/Parks/Forestry	Non-Exempt	\$20.33	\$25.98		
Lead Operator	Wastewater/Water	Non-Exempt	\$29.33	\$35.73		
Library Director	Library	Exempt			\$70,007.06	\$90,269.60
Lieutenant	Police	Non-Exempt	\$38.17	\$38.17		
Media Coordinator	Public Relations and Communications	Non-Exempt	\$15.20	\$19.61		
Media Producer	Public Relations and Communications	Non-Exempt	\$11.18	\$17.84		
Neighborhood Services Director	Neighborhood Services	Exempt			\$68,154.36	\$92,209.63
Neighborhood Services Officer	Neighborhood Services	Non-Exempt	\$12.02	\$17.84		
Outreach Services Specialist	Library	Non-Exempt	\$17.27	\$22.28		
Parks & Recreation Director	Parks and Recreation	Exempt			\$70,007.06	\$90,269.60
Patrol Officer	Police	Non-Exempt	\$28.99	\$34.02		
Patrol Officer in Training	Police	Non-Exempt	\$21.74	\$21.74		
Program Attendants	Parks and Recreation	Non-Exempt	\$8.10	\$10.06		
Programming and Makerspace Librarian	Library	Non-Exempt	\$17.27	\$22.28		
Chief of Staff	Administration	Exempt			\$50,337.63	\$64,906.75
Recreation & Community Events Manager	Parks and Recreation	Exempt			\$50,337.63	\$64,906.75
Rental Attendant ¹	Parks and Recreation	Non-Exempt	\$27.05	\$27.05		
School Resource Officer (SRO)	Police	Non-Exempt	\$35.71	\$35.71		
Seasonal Laborer	Streets/Parks/Forestry	Non-Exempt	\$11.18	\$17.36		
Sports Officials ²	Parks and Recreation	Non-Exempt	\$20.00	\$25.00		
Streets, Parks & Forestry Superintendent	Streets/Parks/Forestry	Exempt			\$70,007.06	\$90,269.60
Support Services Manager	Police	Exempt			\$56,615.16	\$76,597.31
Technical Services Specialist	Library	Non-Exempt	\$17.27	\$22.28		
Tournament Manager	Parks and Recreation	Non-Exempt	\$15.20	\$19.61		
WAFS Manager	Parks and Recreation	Exempt			\$50,337.63	\$64,906.75
Wastewater Operator / Lab Technician	Wastewater	Non-Exempt	\$25.72	\$33.09		
Wastewater Superintendent	Wastewater	Exempt			\$70,007.06	\$90,269.60
Wastewater Specialist I	Wastewater	Non-Exempt	\$25.72	\$31.21		
Wastewater Specialist II	Wastewater	Non-Exempt	\$20.33	\$25.98		
Water Laborer I	Water	Non-Exempt	\$25.72	\$31.21		
Water Laborer II	Water	Non-Exempt	\$20.33	\$25.98		
Water Operator	Water	Non-Exempt	\$25.72	\$33.09		
Water Superintendent	Water	Exempt			\$70,007.06	\$90,269.60
WIAA Sports Officials ³	Parks and Recreation	Non-Exempt	\$35.00	\$65.00		
Youth Educational Services Librarian	Library	Exempt			\$44,938.93	\$57,844.30

¹ Annual Minimum and Maximum are estimated based on a full time schedule of 2080 hours. These amounts do not reflect a guaranteed annual sum for hourly employees.

² Paid per game/event

Resolution Introduced by Councilmember, _____

AYES: _____

NOES: _____

ABSENT: _____

ADOPTED: _____

Signatures:

Sara Marquardt presented the resolution. Councilmembers asked questions. Motion to approve the Resolution was made by Councilmember Dawsey-Smit Seconded by Councilmember Schreiber.

AYES: Hicks, Schreiber, Dawsey-Smith, Brown, Gerber. NOES: Allen, Stone. ABSENT: None.
 Motion passed.

First Reading

ORDINANCE No. 2059
 AN ORDINANCE AMENDING SUBSECTION 11.16.150
 STREET INDEX OF PARKING RESTRICTIONS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 11.16 Subsection 11.16.150 is hereby amended by deleting the following from the Street Index of Parking Restrictions:

	<u>George St</u>	<u>East side; from the north curbline of W North St to the northern terminus</u>	<u>11.16.080</u>	<u>No parking</u>
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	<u>George St</u>	<u>Along the arced curbline of the cul-de-sac</u>	<u>11.16.080</u>	<u>No parking</u>
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And adding the following to the Street Index of Parking Restrictions:

	<u>George St</u>	<u>East side; from the north curbline of W North St to the southernmost arc of the cul-de-sac</u>	<u>11.16.080</u>	<u>No parking</u>
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	<u>George St</u>	<u>Along the arced curbline of the cul-de-sac from the east side of the multi-use path to the north side of the driveway serving 302/304 George St</u>	<u>11.16.080</u>	<u>No parking</u>
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Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:

NOES:

ABSENT:

ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

Brad Marquardt, Public Works Director provided a summary of Ordinance 2059. Moved by Councilmember Dawsey-Smith to approve Ordinance 2059. Seconded by Councilmember Schreiber. AYES: Hicks, Stone, Allen, Schreiber, Dawsey-Smith, Brown, Gerber. NOES: None. ABSENT: None. Motion passed.

ORDINANCE No. 2060

AN ORDINANCE AMENDING CHAPTER 5.36 MOBILE HOMES AND MOBILE HOME PARKS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 5.36 is hereby amended to read as follows:

5.36.010 -Definitions

- (a) "dependent mobile homes" means a mobile home which does not have complete bathroom facilities.
- (b) "licensee" means any person licensed to operate and maintain mobile home parks under this section.
- (c) "Licensing authority" means the City of Whitewater.
- (d) "Mobile home" means that which is, or was as originally constructed, designed to be transported by any motor vehicle upon a public highway, and equipped and used primarily for sleeping, eating, and living quarters, or is intended to be so used; and includes any additions, attachments, annexes, foundations, and appurtenances.
- (e) "Mobile home park" means any plot or plots of ground upon which 2 or more units, occupied for dwelling or sleeping purposes, are located, regardless of whether or not a charge is made for such accommodation.

- (f) "Nondependent mobile home" means a mobile home equipped with complete bath and toilet facilities, all furniture, cooking, heating appliances, and complete year-round facilities.
- (g) "Park" means a mobile home park.
- (h) "Person" means any natural individual, firm, trust, partnership, association, or corporation.
- (i) "Space" means a plot of ground within a mobile home park designed for the accommodation of one mobile home unit.
- (j) "Storage building" means a building of noncombustible walls and roof, of prefabricated construction allowing for convenient disassembly and removal, to be used as an accessory building to a mobile home, located on the same space but not attached to the mobile home. No such storage building shall exceed 2% of the area of the lot.
- (k) "Storage container" means a container of noncombustible material for outside mobile home storage. The volume of the container shall not exceed 200 cubic feet and limited in height to a maximum of 5'.
- (l) "Unit" means a mobile home unit.

5.36.020 Location outside parks – Restrictions

- (a) Parking Outside of Parks is Prohibited. No person shall park any mobile home anywhere in the City other than in a licensed mobile home park.

5.36.030 Park Management

- (a) License Required. No person shall construct, maintain, or operate a mobile home park in the City without a license issued by the Licensing Authority, in compliance with the terms of this ordinance and the laws of the State of Wisconsin. The original application for a mobile home park license shall be on a form prescribed by the Licensing Authority, shall be filed with the City Clerk, shall be signed by the applicant, and shall contain the following:
 - (1) Name and address of the applicant;
 - (2) Location and legal description of the mobile home park;
 - (3) Name and address of the owner of the real estate on which the mobile home park is located.

5.36.040 Scale Drawing

- (a) Every original application shall be accompanied by a scale drawing of the mobile home park, prepared by a registered professional engineer, registered surveyor, or registered architect and certified by them as

such. No original application shall be deemed sufficient unless such scale drawing is attached to the written application. The drawing shall contain the following detailed information:

- (1) Accurate dimensions of the park in feet;
 - (2) Location and width of all roads and the method of ingress and egress from and dimensions and locations of public highways;
 - (3) The complete electric service installation and the location of poles, wire, service outlets, and lighting facilities;
 - (4) A complete layout of unit spaces and number of square feet therein, together with the dimensions thereof. Each space shall bear a number in accordance with a numbering system prescribed by the building inspector;
 - (5) The location water mains and location of sanitary facilities, washrooms, garbage disposal units, incinerators, sanitary sewers, sewer drain lines, laundry rooms, utility rooms, and any other building or structure contemplated to be used by the applicant in connection with such park;
 - (6) The location of required parking spaces for automobiles, boats, and other towed vehicles.
 - (7) The location of storm sewers, storm drainage and storm management.
 - (8) Fire hydrant locations.
- (b) Every renewal application shall be accompanied by a scale drawing in accordance with the foregoing requirements for an original application, where changes have been made or are proposed which are not shown on previous submittals.
- (c) The applicant shall obtain a building permit prior to the construction or erection of any building, regardless of description, to be located upon the park.

5.36.050 Mobile Home Park-License – Inspection and enforcement

- (a) No original or renewal license shall be granted to any person until the applicant has erected and installed all necessary equipment, roads, sanitary facilities, lighting facilities, water facilities, stormwater facilities and other facilities required in the operation of said park, and a certificate certifying compliance with such requirements by the operator has been filed by the building inspector.
- (b) Permit for Change in Park. No alteration, extension, addition, modification, or change shall be made in the mobile home park, its facilities, buildings, or structures without first securing a permit from the

building inspector. Application for a permit must be accompanied by scale drawings and any other information required by the inspector. A permit may be issued only if the requirements and conditions of this section, other ordinances of the city, and laws of Wisconsin are met. The permit fee shall be those listed in the Municipal Code.

- (c) Park Directory to be Posted. Each mobile home park shall have a directory posted in a conspicuous place, designated by the Building Inspector, numbering the spaces within the park by lot or lot and block. A duplicate directory shall be filed with the Building Inspector, the Fire Chief, and the City Clerk. The space number shall be a standard city building number attached to the wall of the mobile home parallel to and visible from the fronting street or lane.
- (d) Inspection. Each mobile home park, mobile home, and every structure and facility therein shall be subject to inspection by the Building Inspector, and or Health Officer during reasonable hours and with reasonable advance notice, except for emergencies.
- (e) Each licensee shall, within 5 days of the occupancy of a newly parked mobile home, file a report with the building inspector and the City Clerk, reporting that such mobile home is occupied and specifying the name of the owner and principal occupant of the mobile home, the trade name and size of the mobile home, the date first occupied, the number of persons occupying such mobile home, and the space in the park where the mobile home is placed. Upon inspection of the mobile home and its connections to the utility services, if applicable, the building inspector shall issue a permit allowing occupancy of such mobile home if the requirements of this section, other applicable ordinances of the City, and laws of Wisconsin have been complied with. The permit shall be filed with the licensee of the park and retained by them until the mobile home is moved from the space it is parked on.
- (f) Moving the mobile home from the designated space shall void the permit, and the licensee shall return the permit to the Clerk's Office for cancellation within 48 hours after the mobile home has been moved. If the building inspector refuses to issue a permit due to noncompliance with applicable city ordinances or state laws, the licensee and mobile home occupant shall have 30 days to correct or change the noncompliant items specified by the building inspector. Failure to correct the noncompliant items within the specified time frame will result in an order for the licensee to remove the mobile home from the park within a maximum of 5 days.
- (g) All annual renewals and initial applications will include a written plan to address compliance with the following sections: I. Emergency Management Plan for Mobile Home Park, II. Compliance with Existing Fire Code, and III, Identifying and Maintaining Adequate Bus Stops, and IV. Street Width and Lighting for Emergency Vehicle Access and School Bus Transportation. All applications shall be approved by City Council.

5.36.060 Emergency Management Plan for Mobile Home Park

- (a) An Emergency Management plan should be on file with the City Clerk's office and be submitted each year with the mobile home parks annual license

(b) This plan ensures the safety of mobile home park residents during emergencies, outlining roles and responsibilities and must include the following:

- (1) Risk Assessment: Assess potential hazards like severe weather, fires, flooding, and power outages.
- (2) Emergency Response Team: Establish a team to coordinate response efforts, including communication, evacuation, and first aid.
- (3) Communication Plan: Develop a robust system for timely information dissemination, including emergency contact numbers and a central communication point.
- (4) Emergency Notification: Establish protocols for notifying residents through the communication system, personnel visits, and loudspeakers.
- (5) Evacuation Procedures: Develop clear procedures for evacuation, including assembly areas, routes, tracking, and assistance for residents with special needs.
- (6) Shelter-in-Place: Define protocols for situations when evacuation is not possible, including shelter areas and guidelines for securing homes.
- (7) Training and Drills: Conduct regular training sessions and drills for staff and residents, evaluating and updating the plan based on lessons learned.
- (8) Coordination with Local Authorities: Maintain relationships with local emergency management agencies, fire departments, and law enforcement for a coordinated response.

(c) Plan Maintenance and Review: Regularly review and update the plan, ensuring accuracy of contact information, evacuation routes, and shelter areas.

5.36.070 Annual License Fees.

- (a) License Period. The license period shall be for one year, commencing on the 1st day of June and expiring on the 30th day of May of the following year. A renewal application shall be filed no later than April 1st of each year.
- (b) An annual license fee of \$100 shall be charged to each applicant granted a license for each 50 spaces or fraction thereof. The full license fee shall be charged for the full year or fraction thereof.
- (c) Transfer of License. A license granted under this section may be transferred to another person during the license year upon filing an application and payment of a transfer fee of \$10,000.
- (d) Bond or Letter of Credit. Each application for an original or renewal license shall be accompanied by a surety bond or letter of credit in the sum of \$1,000 for each 50 mobile homes or fraction thereof. The bond or letter of credit shall guarantee the collection by the licensee of the monthly parking permit fee

and payment of such fee to the City Treasurer and the payment by the licensee of any fine or forfeiture, including legal costs, imposed upon or levied against such licensee for a violation of any provision of this section.

(e) Additional Information Required. Each licensee shall provide the following information to the City Clerk on of each year for each occupied mobile home in the park:

- (1) Name and address of the owner and occupant (if different from the owner);
- (2) Lot and block on which the mobile home is parked and permit number allocated;
- (3) Number of occupants;
- (4) Number of children attending grade, middle and high school during the current school year;

5.36.080 Minimum Park Standards.

- (a) All parks shall comply with the standards set forth in this section, the Zoning Ordinance for the City, the Wisconsin Administrative Code, and the Wisconsin Statutes.
- (b) An existing park operating as a nonconforming use under the Zoning Ordinance may be licensed provided it complies with the minimum standards set forth in this section, the applicable Zoning Ordinance of the City, the Wisconsin Administrative Code, and the Wisconsin Statutes.
- (c) All mobile home parks shall be maintained in a clean, orderly, and sanitary condition at all times.
- (d) Supplemental spaces for parking of automobiles, boats, camping trailers, and other vehicles owned by park occupants may be provided in the park in an area other than the lot spaces provided for mobile home parking. Parking of such equipment, except for 2 automobiles, on any mobile home space is prohibited.
- (e) It shall be required to remove the wheels and/or hitch of mobile homes in mobile home parks. The construction of permanent piers, posts, or other structures to support the unit is not allowed. However, stabilizing equipment and skirting made of noncombustible material and manufactured specifically for skirting purposes are permitted.
- (f) No business shall be conducted in any mobile home, mobile home park, or mobile home space unless approved as a conditional use under the Zoning Ordinance for the City.
- (g) Must comply with city ordinance 19.57 – General performance standard

5.36.090 Driveway Requirements

- (a) Driveways are required for each mobile home. All driveways within the mobile home park shall be designed and constructed to provide safe and efficient access to the mobile home spaces.
- (b) The width of driveways shall be a minimum of 12 feet.
- (c) Driveways shall be constructed with concrete or asphalt, to ensure proper functionality and minimize dust emissions.
- (d) Any alterations or modifications to driveways must receive prior approval from the mobile home park management and comply with applicable building codes and regulations.
- (e) Driveways shall be regularly inspected by the mobile home park management to enforce compliance with these requirements and address any violations or non-compliance.

5.36.100 Internal Roads

- (a) Adequate drainage shall be provided along the roads to prevent water accumulation and ensure safe driving conditions.
- (b) Roads shall be properly marked with visible signage or markings to indicate name, direction of traffic flow, parking areas, and any other relevant information for drivers within the mobile home park.
- (c) Lighting shall be installed along the roads to ensure visibility during nighttime hours.
- (d) Roads shall be regularly inspected and maintained by the mobile home park management to address any damages, potholes, or other safety hazards.
- (e) Minimum turning radii of 15 feet shall be provided at the intersections of roads to allow for safe and easy maneuverability of vehicles.
- (f) Any obstructions, such as trees, shrubs, or utility poles, shall be kept clear from the roads to ensure unobstructed access.
- (g) The maximum grade or slope of roads shall comply with local regulations and standards to ensure safe navigation for vehicles.
- (h) Emergency access shall be clearly designated and maintained to provide unimpeded access for emergency vehicles at all times.
- (i) All roads or lanes in any mobile home park shall have a width of 20' and shall be surfaced with bituminous concrete or similar material with no parking allowed or a width of 28' with parking allowed. The roads shall be maintained in good condition and be artificially lighted at night with an average of at least 0.5 foot-candles. They shall be unobstructed and provide convenient access to public highways.

5.36.110 Water and wastewater

(a) No park shall be laid out, constructed, or operated without city water and sanitary sewer facilities. No wastewater shall be thrown or discharged upon the surface of the ground.

(b) Individual water service connections provided for direct use in an independent unit shall be so constructed that they will not be damaged by the parking of such units. Such system shall be adequate to provide twenty pounds pressure per square inch and capable of furnishing a minimum of one hundred twenty-five gallons per day per space.

5.36.120 Storage Building or Container.

(a) One storage building or container is permitted on a space. The licensee must apply for a building permit and provide a sketch of the unit space showing dimensions, the location and dimensions of the mobile home, and the proposed location and dimensions of the storage building or container. The building permit fee schedule in the Municipal Code applies.

(b) The floor of the storage building or container shall be constructed of metal, cement, concrete, bituminous concrete, gravel, or masonry mortar jointed.

(c) The storage building or container shall be located within the rear 1/4 of the space area with a minimum setback of 5' to the rear and side boundaries of the unit space.

(d) An open space of not less than 3 feet shall be provided between the storage building or container and the nearest wall of the mobile home on the space.

(e) Each building permit for the construction of a storage building or container shall be limited to the construction and maintenance of such storage building in conjunction with the mobile home currently on the space. The permit shall terminate if the mobile home is replaced. An expired permit may be reinstated upon the replacement of the mobile home if the storage building or container complies with all the aforementioned provisions.

5.36.130 Applicability of plumbing, electrical and building codes

All plumbing, electrical, building, and other work on or at any park licensed under this chapter shall be in accordance with the ordinances of the city and the requirements of the State Plumbing, Electrical and Building Codes and the regulations of the State Board of Health. Licenses and permits granted under this chapter grant no right to erect or repair any structure, to do any plumbing work, or to do any electrical work.

5.36.140 Waiver.

The Common Council may waive any minimum construction standards and requirements of a mobile home park or the construction requirements and standards of mobile homes if compliance with this section would result in prohibitive construction costs or other hardships, provided that such waiver would not constitute a hazard to public health, safety, or welfare.

5.36.150 Monthly Permit Fee.

(a) In addition to the license fee provided herein, each licensee is hereby required to collect from each mobile home occupying a space in the park a monthly parking permit fee which shall be charged against the owner of the mobile home. The amount so levied against each mobile home shall be payable by the licensee to the City Treasurer on or before the tenth of the month following the month for which said parking permit fee is due, whether or not collected by the licensee from the mobile home owner.

(b) Exemptions. No exemptions from the required monthly parking permit fee shall be permitted except as provided in Section 66.0435(3)(c), Wis. Stats.

(c) The procedure for the determination of the amount of the monthly parking permit fee shall be as set forth in Section 66.0435, Wisconsin Statutes.

(d) The licensee required to collect the monthly parking permit fee under subsection 5.36.150 (a) of this section may deduct, for administrative expenses, 2% of the monthly fees collected.

5.36.160 Fire Code

(a) Fire Code Compliance: Adhere to fire code requirements, including Chapter 2.24 City of Whitewater Municipal Ordinances, Wisconsin Administrative Code SPS 314 and Wisconsin Statute 101.14.

(b) Fire department access roads shall have an unobstructed width of not less than 20 ft and an unobstructed height of 13ft 6in.

(c) Fire department access roads shall be designed and maintained to support the imposed loads of fire apparatus and shall be provided with an all-weather driving surface.

(d) Turning radius of a fire department access road shall be as approved by the Whitewater Fire Department.

(e) Turns in fire department access roads shall maintain the minimum road width.

(f) The required width of a fire department access road shall not be obstructed in any manner, including by the parking of vehicles.

(g) Hydrant spacing. Hydrants shall be placed at each internal road intersection and at intermediate points between intersections. Spacing may range from 400 feet to 500 feet depending on fire flow and size of main installed.

5.36.170 Bus Stops

- (a) Bus Stop Locations: Collaborate with the school district and transportation authorities to identify suitable bus stop locations.
- (b) Accessibility: Ensure bus stops are accessible with features like wheelchair ramps and sidewalk connectivity.
- (c) Clearances and Sight Lines: Maintain adequate clearance, remove obstructions, and assess visibility regularly.
- (d) Coordination with School Transportation: Communicate with the school district to align bus stops with their requirements, consider feedback, and make adjustments.
- (e) Emergency Preparedness: Incorporate bus stops into the emergency plan, establish protocols, and review them regularly.

5.36.180 Revocation of License.

- (a) Any license granted under this section may be revoked or suspended by the Common Council if the holder violates any provisions of this section, the Building Code of the City, or any local rule or regulation of the Fire Chief, Health Officer, or the Wisconsin Department of Health and Social Services.
- (b) Proceedings for revocation or suspension of a license shall be initiated upon a complaint filed with the City Clerk, signed by any law enforcement officer, Fire Chief, Health Officer, or Building Inspector. The holder of the license shall receive written notice of a public hearing at least 10 days in advance and shall have the right to appear and be heard at the hearing regarding the revocation of the license. If the license is revoked or suspended by the Council, the licensee may appeal the decision to the Circuit Court of Walworth County within 20 days of the revocation or suspension by filing a written notice of appeal with the City Clerk and providing a surety bond to the city in the amount of \$500, guaranteeing the prosecution of the appeal and the payment of costs that may be adjudged against them.

Ordinance introduced by Council Member Brown, who moved its adoption.

Seconded by Council Member Dawsey-Smith.

AYES: Allen, Brown, Dawsey- Smith, Gerber, Hicks, Schreiber, Stone

NOES:

ABSENT:

ADOPTED: July 18, 2023

John Weidl
John Weidl, City Manager

Karri Anderberg
Karri Anderberg, City Clerk

City Manager John Weidl, provided a summary of Ordinance 2060. Councilmembers asked questions to staff and discussed possible changes to the proposed ordinance. Moved by Councilmember Brown to approve Ordinance 2060 with the suggested changes of 5.36.50 sub G all applications be approved by council and 5.36.040 sub 5 adding laundry and utility rooms. Seconded by Councilmember Dawsey- Smith. AYES: Hicks, Stone, Allen, Schreiber, Dawsey-Smith, Brown, Gerber. NOES: None. ABSENT: None. Motion passed.

Jeff Knight – Mr. Knight would like to know if the City has collected the fees.

Lee Loveall - 515 Milwaukee St- Owner of On- Time Towing stated the parking in twin oaks is supposed to be by permit and on one side of the street. Mr. Loveall stated the streets are private at Twin Oaks

Moved by Councilmember Brown seconded by Councilmember Hicks to waive the second reading of ordinance 2060 AYES: Hicks, Stone, Allen, Schreiber, Dawsey-Smith, Brown. NOES: Gerber. ABSENT: None. Motion passed.

CONSIDERATIONS:

Discussion and Possible Action Regarding Mobile Home Permit. City Manager John Weidl summarized the permit and the issues that is with the Mobile Home Park. Jill Gerber would like to see 2021 and 2022 fees be collected. Hicks is asking for background and wants the last 10 years of history of the license.

Mary Piper Bloomingfield acres – Mrs. Piper is concerned about her home value with the trailer park as it sits. Mrs. Piper feels it is an eye sore and would like to see something done about the management.

Sandra Johnson Bloomingfield acres- Mrs. Johnson is very concerned about the traffic from the mobile home park, does not want to see the expansion happen.

Brian Schanen 441S. Breakingham Blvd – Mr. Schanen would like to know what is ramifications to the residents of twin oaks if the permit is denied.

Jeff Knight- Mr. Knight would like clarification on John Weidl on his comments on park land fees

Councilmember Dawsey Smith to deny the twin oaks mobile home permit Seconded by Hicks AYES: Schreiber, Brown, Gerber, Stone, Dawsey Smith, Allen, Hicks. NOES: None. ABSENT: None. Motion passed.

Discussion and possible action regarding water main easement across WE Energies Property at 111 county Road U, Parcel 292-0515-3321-000. Brad Marquardt Director of Public Works summarized the request. Director Marquardt stated that public works committee did recommend approve of the easement.

Council President Allen moved to approve the water main easement across We Energies Property at 111 county Road U Seconded by Councilmember Schreiber to approve AYES: Gerber, Brown, Dawsey-Smith, Allen, Schreiber. NOES: Stone, Hicks. ABSENT: None. Motion passed.

Discussion and possible action regarding Affordable Housing Incentive Policy Kristian Fish Peterson with Redevelopment Resources presented the policy to common council.

Councilmember Stone motion to approve the housing policy with the following change Section 2 from 10 years to 5 years Section 3G from 10 years to 5 years, Section 4A 10 years to 5 years and eliminate section C3-4 and let it read as follows: to apply for the affordable housing funds an application should be submitted in writing by a letter of intent through the CDA for review at a public meeting. Privacy will be respected Applications through the normal process thru the PARC committee and a creation developer agreement when appropriate and approved by the CDA and common council, Seconded by Councilmember Hicks. AYES: Schreiber, Brown, Gerber, Dawsey Smith, Allen NOES: None. ABSENT: Stone and Hicks Motion passed.

Councilmember discussed the Councilmember Stone's changes

Jeff Knight- Mr. Knight sat on the CDA when the policy was first introduced. Mr. Knight has talked to developers and Mr. Knight feels the policy is confusing. Wants to see the money out into the community.

Councilmember Dawsey Smith made a motion amend the original motion to approve as the policy as drafted with the amendment to a developer that is building 5 or more homes as to adhere to section 3 and 4 of the policy Seconded by Brown AYES: Schreiber, Brown, Gerber, Dawsey Smith, Allen NOES: None. ABSENT: Stone and Hicks Motion passed.

Discussion and possible action regarding Badger Books Jeremiah Thomas City Accountant presented Badger Books to council.

Councilmember asked questions to Jeremiah Thomas about Badger Books.

Len Benny – Mr. Benny feels the Badger books are a good thing for Whitewater. Mr. Benny is

concerned that we are purchasing too many badger books. Mr. Benny has worked many elections and would like some input on the set up for Badger Books. Would like to see a phase in or wait until 2025.

Moved by Councilmember Allen seconded by Councilmember Hicks to approve the purchase of badger books with the amendment to purchase UPS for every unit. AYES: Hicks, Stone, Allen, Schreiber, Dawsey-Smith, Brown, Gerber. NOES: None. ABSENT: None. Motion passed.

Discussion and possible action regarding the appointment of Council Member to the Whitewater Fire Department Inc. Board of Directors City Manager John Weidl stated that this is a new board and the City will need to appoint someone every April.

Moved by Council President Allen seconded by Councilmember Gerber to nominate Lisa Dawsey Smith. AYES: Hicks, Stone, Allen, Schreiber, Brown, Gerber. NOES: None. ABSENT: None. ABSTAIN: Dawsey Smith Motion passed.

Discussion and possible action approving Strand Task Order 23-08 Biosolids Study Brad Marquardt Director of Public Works summarized the planning study to approve the city capital improvement plan. The cost will not exceed \$34,000.00

Moved by Councilmember Dawsey Smith seconded by Councilmember Schreiber to approve Strand Task Order 23-08 Biosolids Study. AYES: Hicks, Stone, Allen, Schreiber, Dawsey – Smith, Brown, Gerber. NOES: None. ABSENT: None. Motion passed.

COUNCILMEMBER REQUESTS FOR FUTURE AGENDA ITEMS.

Dawsey – Smith – Post the ordinance 2060 on the website and general information to public on the ordinance

Gerber – looking for information from oct 2022 of positions that have been vacated and looking for an ending salary. For positions that have been filled what was the starting salary. Which employees are at the top of their salary range. Which employees are over the 4% but not 8%. Any employees that are receiving a stipend and why. What is the salary for the Chef of Staff.

Hicks- what can the city do to enforce businesses that are operating illegally. Report on the special Olympics and the numbers. Would like to see a marketing plan for the Special Olympics.

Allen –boards are meeting virtually policy. Can we collect 21-22 mobile home park fees. Would like to see a Predatory business ordinance.

CLOSED SESSION. It was moved by President Allen seconded by Councilmember Hicks to adjourn to closed session, **not to reconvene in open session**, pursuant to Chapter 19.85(1)(e) “Deliberating or negotiating the purchasing of public properties, the investing of public funds, or conducting other specified public business, whenever competitive or bargaining reasons require a closed session.”

Items to be discussed: 1) Negotiation of Aquatic and Fitness Center Agreement with School District
2) Aldi Development Agreement and pursuant to Chapter 19.86 notice of collective bargaining negotiations
Item to be discussed: 1) Bargaining Negotiation with Police Union

Respectfully submitted,

Karri Anderberg, City Clerk



Public Works Committee
Tuesday, July 11, 2023
6:00 p.m.
Cravath Conference Room
Municipal Building - 2nd Floor
312 W. Whitewater St
Whitewater, WI 53190

1. Call to order and roll call.

The meeting was called to order by Stone at 6:00 p.m. The meeting was held at the Municipal Building in the Cravath Conference Room on the 2nd floor.

Present: Gerber, Allen, Stone
Others: Marquardt

2. Approval of minutes from June 13, 2023

It was moved by Allen and seconded by Gerber to approve the Public Works Committee minutes from the June 13, 2023, meeting.

AYES: All by via voice note (3). NOES: None. ABSENT: None.

3. Hearing of Citizen Comments

No hearing of citizens comments at that time.

4. New Business

a. Discussion and Possible Action regarding sidewalk replacement program.

Marquardt stated the sidewalk replacement program was on his radar as well as brought up by Alderperson Gerber for further discussion. According to the Chapter, the building inspector is the designated sidewalk administrator. Sidewalks are to be reviewed annually in one of the City's wards on a rotating basis. According to the ordinance, the property owner is responsible for the cost of repair or replacement.

The last records of the sidewalk replacement program Marquardt found was from 2009, which was administered by the Neighborhood Services Director. These records indicate the property owners were only responsible for paying 25% of the sidewalk repair/replacement. This may have been in response to a Special Assessment Resolution from 1996 where the Special Assessment Policy was updated. The 1996 Special Assessment Policy was again updated in 2015 where Council approved not assessing at all for sidewalks, among other things.

Fund 280 - Street Repairs, typically has \$20,000 budgeted for annual sidewalk repair. Staff has been using this money for miscellaneous sidewalk repairs, with work typically completed by City staff.

Marquardt stated he would like to get back into a true sidewalk replacement program. The thought would be to add the work onto our biannual street construction projects. Two wards would be included, with the emphasis on the wards closest to where the street construction work is happening, if possible.

Since street construction is anticipated for 2024, only one ward will be looked at for inclusion next year. Ward 4 was suggested, which is bounded by Fremont Street, Main Street, Prairie Street and the Walworth County line. Fremont Street from Starin Road to Lauderdale is a proposed street construction project.

Additionally, the ordinance should be updated to reflect past and proposed changes.

Allen asked about sidewalks that need repair but not on the list for street reconstruction. Marquardt stated the first priority would be to look where they will be doing the street reconstruction. Another ward could be added if it is close by the reconstruction area so the contractor wouldn't have to go across town. Marquardt also stated that every curb ramp encountered will have to be updated to meet new ADA guidelines.

Committee members then discussed it being changed from a resolution to a policy.

Marquardt will bring the information back to the committee members regarding the cost of replacing a sidewalk. That way there will be a better understanding of costs associated with the project. Gerber asked that this be done before the budget is due this year. Given that information, this item will need to come back to the Public Works meeting in August.

b. Discussion and Possible Action regarding the installation of a four way stop at Walworth Avenue and Prince Street.

Marquardt stated Mr. Carl Peterson reached out to him about installing a four way stop sign at the intersection of Walworth Avenue and Prince Street. He mentioned there have been a number of accidents at the intersection and indicated vehicle speed on Walworth Avenue as a contributing factor.

Records from the Police Department show 11 accidents over the past 10 years. Included was a spreadsheet showing information from the police reports. Also included is an excerpt from the Manual on Uniform Traffic Control Devices pertaining to stop sign applications.

Marquardt does not recommend the installation of a four way stop at Walworth and Prince. The installation of stop signs are not for speed control if speeding is an issue. Additionally, the criteria for multi-way stop control does not seem to be met. Since seven of the accidents involved people actually stopping, then failing to yield the right of way, staff would recommend a sign that reads "Cross Traffic Does Not Stop" be added to the existing stop signs.

Allen made a motion to take no action on this item and seconded by Gerber. It was noted that the sign at this intersection already has the "Cross Traffic Does Not Stop" sign on it.

AYES: Gerber, Allen, Stone. NOES: None. ABSENT: None.

c. Discussion and Possible Action regarding special assessments for the Northside Water Main Extension.

Marquardt stated Johns Disposal made a request for the water main to be extended to their property. The request is based on an order from the DNR due to arsenic contamination and the need for fire protection. When a water main is extended, property owners typically pay for the extension through a special assessment. The project consists of approximately 2,050 feet of 12-inch water main. Assessments are based on an 8" main. To serve Johns Disposal, the water main needs to be installed across WE Energies property. After discussions with City Attorney (at the time) Wally McDonell, they didn't believe it is "fair" to assess WE Energies. They paid 100% for the prior extension to their facility. Also, they didn't believe it was "fair" to assess Johns Disposal or the Wastewater Facility for the extension across WE Energies property. Therefore, the Water Utility would pay for that portion of the extension. Johns Disposal and the Wastewater Facility will each pay 50% of the remaining costs, based on an 8-inch water main; however, we are installing a 12-inch main.

The estimated breakdown is as follows:

Water Utility: responsible for the water across WE Energies. Estimated at \$170,210

Johns: responsible for 50% of the remaining extension. Estimated, using an 8" cost factor, at \$83,285

Wastewater: responsible for 50% of the remaining extension. Estimated, using an 8" cost factor, at \$83,285

Water Utility: responsible for the difference between 8" and 12". Estimated at \$23,220.

Marquardt stated he would reach out to Johns to see if they would agree to obtain waivers for the special assessment hearing. The Wastewater Utility would also have to sign the waiver for the special assessment hearing. There would be no need for a public hearing. Additionally, Marquardt is recommending that payments be allowed in equal installments over five years with no interest for Johns and the Wastewater Utility.

Allen made a motion for the approval regarding the special assessments for the Northside Water Main Extension and seconded by Gerber.

Marquardt stated the next step will be to have Johns sign the waiver and then it will come back to Council with a resolution that authorizes the City to do the special assessment and the five-year payment plan.

AYES: Allen, Stone, Gerber. NOES: None. ABSENT: None.

d. Discussion and Possible Action regarding water main easement across WE Energies Property at 111 County Road U, Parcel 292-0515-3321-000.

Marquardt stated Johns Disposal has made a request for the water main to be extended to their property. In order to serve their property, the water main must be extended across WE Energies owned property lying to the west of Johns Disposal. The permanent and temporary easements were viewed for approval. WE Energies asked the permanent easement be recorded and the temporary easement, as a separate document, not be recorded.

Allen moved to approve the water main easement across WE Energies property at 111 County Road U, Parcel 292-0515-3321-000 and seconded by Stone. Stone asked if the City had to pay for this and Marquardt stated there is no cost associated with this item.

AYES: Stone, Gerber, Allen. NOES: None. ABSENT: None.

e. Discussion and Possible Action regarding installing speed bumps on Ann Street.

Allen stated no action will be taken on this item.

Marquardt stated at a recent Council meeting, a resident on Ann Street complained about speeding on Ann Street and the possibility of adding speed bumps. The Police Department set up the traffic speed board for eastbound traffic from June 9 to June 21. Data was collected from a total of 1,732 vehicles. The posted speed is 25 mph. From the data, 1,303 vehicles (75%) were at or below the speed limit. The 85% Percentile, the percentile which the speed limit should be set to, was 27 mph. Of the 429 vehicles over the limit, 416 were within 10 mph of the speed limit, and 13 vehicles were clocked at more than 35 mph.

Marquardt said based on the collected data, speed does not seem to be out of line with the posted speed limit. Staff would not recommend the installation of speed bumps.

Gerber said if they are not doing the speed bumps and the sidewalks were asked to be taken out, but we have the sidewalk policy which can't be done without a variance unless you are taking it out of the

policy. Therefore, we have no sidewalks and no speed bumps. Marquardt stated that is where they are at right now. He stated there are many streets in the City that have no sidewalks and no speed bumps. Gerber asked if the sidewalk could be taken out now? The policy states they have to have a variance from the Council. Marquardt stated he should take it back to Council for final approval to take the sidewalk out. Stone said he thought it had to be a certain distance and it may not apply to this. It was noted it has to be 50% of the street or the block. He doesn't think we would need a variance. Marquardt stated the sidewalk was voted to be taken out (at a prior meeting) because it was emptying into the street and sending pedestrians into no man's land. It would be better to have pedestrians cross at Tripp Street, go up to James Street, where there are sidewalks to come across. He doesn't think that having a sidewalk that empties into the street is a good idea. Based on discussion, there was no action taken on the item.

f. Discussion and Possible Action regarding forty-eight hour on-street parking limit and the motor home/trailer parking ordinances.

Marquardt stated Alderperson Allen asked for this item to be on the agenda for review. Chapter 11.16.040 – Forty-eight hour on-street parking limit states, "It is unlawful to park any vehicle for a period longer than forty-eight hours on any street, alley, or in any public parking lot not otherwise restricted as to parking time." The ordinance does not state however as to how far a vehicle must be "moved" to satisfy not being parked for longer than forty-eight hours.

Stone made a motion to change to the on-street Ordinance Chapter 11.16.040 that it is unlawful to park any vehicle for a period of longer than forty-eight hours within the same adjacent lot, any street, alley, or any public parking lot not otherwise restricted as to parking time and seconded by Allen.

AYES: Allen, Stone. NOES: Gerber. ABSENT: None.

The ordinance pertaining to motor homes, trailers, campers, etc. is 19.51.180.

Allen made a motion to remove the words "in the side" under B. and D. of Ordinance Chapter 19.51.180. In addition, add "hard surface" to the rear yard under B. and D. of Ordinance Chapter 19.51.180 and seconded by Gerber.

Example only (may not be exact wording):

B. The unenclosed parking of either one unoccupied house trailer, motor home, or one unoccupied camp trailer in the ~~side and~~ rear yard **only, on a hard surface only**, provided that the motor home, house trailer or camp trailer is parked at least five feet from the lot lines; motor homes shall also abide by all restrictions relating to motor vehicle parking;

D. Boat trailers, trailers for all terrain vehicles (ATVs) or snowmobiles, and all other private residential-type trailers shall be permitted to park in the ~~side and~~ rear yard only, on a **hard surface only**.

AYES: Allen, Stone, Gerber. NOES: None. ABSENT: None.

g. Discussion and Possible Action regarding Municipal Code, Chapter 14.05 – Building Maintenance and Repair Standards.

Marquardt stated Alderperson Allen asked for this item to be on the agenda for review, particularly in regards to houses being properly sided. Chapter 14.05 of the Municipal Code refers to the required building maintenance and repair standards. However, it does not specifically refer to the appearance of the outside of a house other than "Every exterior wall shall be free of deterioration, holes, breaks, loose or rotting board or timbers".

Allen stated there is a house on Walton Dr. and E. Milwaukee St. that have been sitting for a long time with only house wrap and no siding. Allen said there needs to be something in the code that addresses this issue. Milwaukee St. is in a business district and the Walton Dr. address is in a residential district; therefore, we need an ordinance that encompasses everything. Therefore, how do you say you need to keep your place looking nice. Marquardt asked if he should work with the Neighborhood Services Director and the Building Inspector to see if he has something from another community that he uses for enforcement. Gerber would also like to know first if a permit is needed to replace siding or is one just needed for adding stone, etc. If a permit is needed, the owner should be getting fined. Marquardt will bring the requested information back to the next meeting.

h. Discussion and Possible Action regarding repaving Fremont Street from Lauderdale Drive north to the City Limits.

Marquardt stated Fremont Street from Starin Road to Lauderdale Drive is proposed to be reconstructed in 2024. Staff would like to include the remaining portion of Fremont Street from Lauderdale Drive north to Whitewater Creek. The remaining portion is in terrible shape, with the asphalt having a PASER rating of 3, with 10 being the best. It does not have curb and gutter or storm sewer. The water main and sanitary sewer and forcemain are located to the side of the street. This would be an ideal time to include the repaving of this portion of Fremont Street.

The estimated cost to repave the remaining portion of Fremont Street is \$270,000. The cost would be included in borrowing the overall cost of the Fremont reconstruction project.

The west side of Fremont Street north of Lauderdale Drive is all University land with the exception of one house. The majority of the east side is the Whitewater Creek Nature Area. While curb and gutter are suggested to be included per our Complete Street ordinance, it is not mandated. There are no issues with flooding on this stretch. Additionally, if curb and gutter was to be installed, the City would have to look at installing a post storm water management system, such as a detention basin. For these reasons, staff is recommending the remaining portion of Fremont Street be pulverized and repaved, and be included as part of the reconstruction project.

The consensus of the committee was to move forward with the paving on Fremont Street from Lauderdale Drive north of the Whitewater Creek.

i. Discussion and Possible Action approving Strand Task Order 23-08 Biosolids Study.

Marquardt stated some components at the plant were not updated, with the last upgrade, and continue to age. The anaerobic digester, at the plant, did not get upgraded. It is old and takes abuse because of the gas, which eats away at the concrete and the covers. There is also a concern about PFAS being in the biosolids that are put on farm fields. Wastewater has tested their water and there was a non-detect in the water and a non-detect in their discharge. They are waiting for results from the biosolids but are hopeful, based on the other two results, the results will be in same category. There are also uncertainties with new standards coming forth from the DNR.

Therefore, staff is asking for Strand to help develop a capital improvement plan (CIP) for the rehabilitation or replacement of the anaerobic digester components including the covers, concrete surfaces, gas piping, and thickening equipment. The following scenarios will be looked at:

1. Current land application with outside vendor.
2. Land application buying new equipment using city staff.
3. New dewatering equipment with land application with outside vendor. This will reduce the amount of material put on farm fields.
4. New drying equipment to achieve Class A biosolids with and without a regional facility. This equipment heats to a certain degree to kill all of the pathogens. This process then makes the material much less regulated, like fertilizer. People could then use it on their lawns, etc. without any regulations.

5. Hauling biosolids to a regional facility through an outside vendor.
6. Hauling biosolids to a regional facility with new equipment and City staff.

The estimated cost for this study, based on an hourly rate basis plus expenses, is not to exceed \$34,000. This planning study will help the Wastewater Utility plan for the future. Staff recommends approval to be forwarded to the full Council.

Stone made a motion to approve Strand Task Order 23-08 Biosolids Study, not exceeding \$34,000, and seconded by Allen.

AYES: Gerber, Allen, Stone. NOES: None. ABSENT: None.

5. Future Agenda Items

Gerber requested an update on the Vanderlip Lift Station project.

6. Adjournment

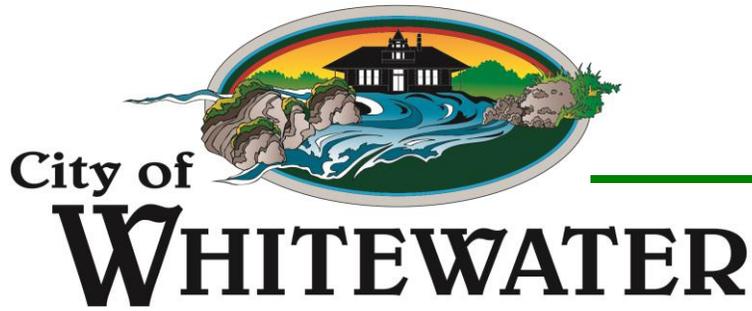
It was moved by Allen and seconded by Gerber to adjourn the Public Works Committee meeting at 7:17 p.m.

AYES: All by via voice vote (3). NOES: None. ABSENT: None.

Respectfully submitted,

Alison Stoll

Alison Stoll, Administrative Assistant
Department of Public Works



Karen Dieter
Comptroller
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Whitewater, WI 53190

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TO: City Manager and Common Council Members

FROM: Karen Dieter, Comptroller

RE: July 2023 Financial Statements

DATE: August 10, 2023

Attached are the following financial statements/summary information:

1. Manual Check Totals by Fund
2. Manual Check Detail
3. Summary of Cash/Investment Balance and Fund Balance for all funds
4. Summary of Investment Balances – All Funds
5. General Fund – Fund #100
6. Water Utility – Fund #610
7. Wastewater Utility – Fund #620
8. Storm Water Utility – Fund #630

If you have any questions, please do not hesitate to contact me.

Manual and Authorized Checks Processed/Paid
July 2023

Attached is a detail listing of all manual and authorized checks processed. The total amount equaled \$518,368.68.

<u>Fund #</u>	<u>Fund Name</u>	<u>Fund Total</u>
100	General Fund	217,155.30
200	Cable TV Fund	2,842.04
208	Parking Permit Fund	249.89
210	Fire Equipment Revolving Fund	
214	Election Fund	2,315.00
215	DPW Equipment Fund	
216	Police Vehicle Revolving Fund	
217	Building Repair Fund	2,857.54
220	Library Special Revenue	16,538.02
230	Solid Waste/Recycling Fund	41,829.37
235	Ride-Share Grant Program Fund	6,460.65
240	Parkland Acquisition	
245	Parkland Development	
246	Treytons Field of Dreams	7,208.26
247	Aquatic Center	19,063.63
248	Park & Rec Special Revenue	3,315.65
249	Fire & EMS Department	15,322.99
250	Forestry	
271	Insurance/SIR Fund	925.00
272	Lakes Improvement	
280	Street Repair Revolving Fund	15,267.49
295	Police Trust Fund	
300	Debt Service	875.00
410	TID 10	
411	TID 11	
412	TID 12	854.58
413	TID 13	
414	TID 14	
441	TID 4 Affordable Housing	633.00
450	CIP Fund	2,864.15
452	Birge Fountain Restoration	430.00
610	Water Utility	111,174.37
620	Wastewater Utility	26,179.37
630	Stormwater Utility	4,997.49
900	CDA Operating Fund	9,403.44
920	Innovation Center	9,606.45
Grand Total:		<u><u>518,368.68</u></u>

Report Criteria:

Report type: GL detail

Check.Check number = 95413-95543,900189

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
100									
07/23	07/06/2023	95419	2003	CIVIC SYSTEMS LLC		2023 2ND HALF GL/AP/AR/PR/ACA/CR/MIEXCEL/MIPAY/MI	CVC23715	100-51450-225	9,983.00
07/23	07/06/2023	95422	5729	CIVICPLUS LLC		PUBLICAION OF NEW/CHANGED ORDINANCES	266421	100-51100-295	2,567.31
07/23	07/06/2023	95422	5729	CIVICPLUS LLC		2023 MUNICODE MEETINGS/CUSTOM AGENDA SOFTWA	267069	100-51450-225	8,632.50
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		HILLSIDE CEMETARY	JUNE 2023	100-51600-221	93.52
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARK SKATING BLDG	JUNE 2023	100-51600-221	25.02
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		431 W CENTER ST-LIBRARY	JUNE 2023	100-55111-221	339.82
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		CENTER ST SKATING RINK	JUNE 2023	100-53270-221	141.48
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		BATH HOUSE-TRIPP	JUNE 2023	100-53270-221	72.90
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		ROUND ABOUT	JUNE 2023	100-51600-221	9.80
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		COMMUNITY GARDENS	JUNE 2023	100-51600-221	54.18
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		LIBRARY FOUNTAIN/BUBBLER-BIRGE FOUNTAIN	JUNE 2023	100-51600-221	61.73
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		ARMORY	JUNE 2023	100-51600-221	244.43
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		WHITE BLDG	JUNE 2023	100-51600-221	55.01
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		GARAGE STORAGE BLDG-CITY GARAGE BLDING	JUNE 2023	100-53230-221	91.66
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		GARAGE & BUBBLER	JUNE 2023	100-53230-221	316.17
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARK COMMUNITY BLDG-SENIOR CTR	JUNE 2023	100-53270-221	367.81
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		STARIN PARK	JUNE 2023	100-53270-221	40.80
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		KILAR FIELD OF DREAMS	JUNE 2023	100-53270-221	511.13
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARK STAND PIPE	JUNE 2023	100-51600-221	15.97
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		NORTH PARK MANHOLE-CRAVATH LAKE	JUNE 2023	100-53270-221	15.97
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PUBLIC SAFETY BLDG	JUNE 2023	100-51600-221	779.18
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		313 W WHITEWATER ST-DEPOT	JUNE 2023	100-51600-221	90.45
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		CRAVATH LAKE PARK-STORMWATER	JUNE 2023	100-51600-221	16.23
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		215 S FREMONT ST-CRAVATH LK FRONT BLDG	JUNE 2023	100-53270-221	268.54
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		E SIDE PARK	JUNE 2023	100-51600-221	28.05
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		SKATE PARK	JUNE 2023	100-53270-221	47.44
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		342 N FREMONT -CITY PURCH 12/17	JUNE 2023	100-53270-221	18.25
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		336 N FREMONT ST	JUNE 2023	100-51600-221	18.25
07/23	07/06/2023	95426	62	HARRISON WILLILAMS & MCDO		JUNE 2023 CITY ATTORNEY LEGAL SVCS	01669	100-51300-212	3,489.16
07/23	07/06/2023	95426	62	HARRISON WILLILAMS & MCDO		JUNE 2023 CITY ATTORNEY LEGAL SVCS	01669	100-51300-214	2,699.17
07/23	07/06/2023	95426	62	HARRISON WILLILAMS & MCDO		JUNE 2023 CITY ATTORNEY LEGAL SVCS	01669	100-52400-212	395.00
07/23	07/06/2023	95431	9547	ODP BUSINESS SOLUTIONS LL		SCISSORS, BINDER INDEXES	3177057060	100-51400-310	23.98
07/23	07/06/2023	95432	4196	QUADIENT LEASING USA INC		2Q23 FOLDER/STUFFER MACHINE LEASE	N9999191	100-51500-310	63.42
07/23	07/06/2023	95436	125	WALWORTH CO CLERK OF CIR		G48013B0QW ANTOL, ROSEANNA JACYLN	G48013B0Q	100-45114-52	150.00

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/06/2023	95436	125	WALWORTH CO CLERK OF CIR		G4803C739C RAMARIEZ, ISAC ENOC	G4803C739	100-45114-52	150.00
07/23	07/06/2023	95438	9630	WITYNSKI CONSULTING LLC		LEVY LIMIT WORK/CDA HOUSING GRANT WORK	0004	100-51400-217	220.00
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		LAWN FERTILIZER	JUNE 2023	100-53270-213	19.98
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		WATER HOSE	JUNE 2023	100-53270-359	34.99
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		DYNAFLEX	JUNE 2023	100-55111-355	7.59
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		CHARCOAL BRIQUETS	JUNE 2023	100-51400-790	106.98
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		ALUM BOX LEVEL	JUNE 2023	100-53230-310	32.99
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		FOAM SEALANT/HOT WATER NOZZLE	JUNE 2023	100-55111-355	49.56
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		AQUAGUN	JUNE 2023	100-53270-310	15.99
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		SILICONE GLUE	JUNE 2023	100-53270-310	6.59
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		SOFTENER SALT	JUNE 2023	100-53270-310	37.96
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		STAPLES	JUNE 2023	100-53270-310	8.98
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		SUPERGLUE/FRSTD GLASS SPRAY PAINT	JUNE 2023	100-51600-310	31.56
07/23	07/13/2023	95440	9696	ADORAMA INC		CZI SEACLIGHT & SPEAKER FOR DRONE	33269138	100-25212	1,665.00
07/23	07/13/2023	95441	38	ALSCO		JUNE 2023 MAT SERVICE	JUNE 2023	100-55111-355	65.98
07/23	07/13/2023	95442	9701	ARANDA, MARISSA		RFND BEVERAGE OPERATORS LICENSE FEE	070623	100-44122-51	23.00
07/23	07/13/2023	95445	9702	COLUMBUS BASEBALL ORG		RFND TOURNY FEE 12U	071123	100-13500	375.00
07/23	07/13/2023	95447	4192	DIVERSIFIED BENEFIT SVC INC		JULY 2023 HRA SVCS	385971	100-51500-217	319.50
07/23	07/13/2023	95449	8597	DVORAK LANDSCAPE SUPPLY		70 YDS MULCH	1-701283-01	100-53270-295	1,820.00
07/23	07/13/2023	95452	133	FRAWLEY OIL CO INC		JUNE 2023 FUEL	JUNE 2023	100-16600	6,628.88
07/23	07/13/2023	95452	133	FRAWLEY OIL CO INC		0-W20 MOTOR OIL	JUNE 2023	100-53230-354	115.50
07/23	07/13/2023	95453	7653	GAPPA SECURITY SOLUTIONS		CRAVATH POWER SUPPLY REPLACEMENT	27696	100-51600-310	735.00
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	100-51400-310	91.24
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	100-52100-310	115.88
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	100-51500-310	114.85
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	100-53100-310	128.71
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	100-53300-310	47.91
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	100-51400-310	279.58
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	100-51500-310	56.46
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	100-51200-310	11.57
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	100-52100-310	117.19
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	100-53270-310	49.38
07/23	07/13/2023	95457	191	JEFFERSON CO TREASURER		JUNE 2023 COURT FINES	JUNE 2023	100-21690	40.00
07/23	07/13/2023	95460	5997	MZIS		MAY 2023 PERMIT & INSPECTION SVCS	211324	100-52400-222	21,296.75
07/23	07/13/2023	95460	5997	MZIS		JUNE 2023 INSPECTION SVC & PERMIT FEES	211350	100-52400-222	33,646.95
07/23	07/13/2023	95464	9700	MUNICIPAL CODE ENFORECME		CODE REVIEW AND REVISION	1034	100-52400-219	406.70
07/23	07/13/2023	95465	8936	NEW DUELING PIANOS LLC		2ND HALF PMT FOR PERFORMANCE ON 07/20/23	2ND HALF 2	100-55320-790	1,500.00
07/23	07/13/2023	95466	43	PETTY CASH		POSTAGE	JUNE 2023	100-52100-310	13.50
07/23	07/13/2023	95468	713	STATE OF WISCONSIN		JUNE 2023 COURT FINES	JUNE 2023	100-21690	5,370.34

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/13/2023	95470	8137	TDS		JULY 2023 911 LINES	0917WWPD-	100-52600-225	351.60
07/23	07/13/2023	95472	9643	VALENTINE, TIMOTHY		JUNE 2023 RESTITUITION FROM JORDAN KLOSOWSKI	JUNE 2023	100-21690	50.00
07/23	07/13/2023	95473	6	WALMART		JUNE 2023 RESTITUITION FROM NATHAN MCALLISTER	JUNE 2023	100-21690	34.39
07/23	07/13/2023	95473	6	WALMART		JUNE 2023 RESTITUITION FROM KATERINA KUHR	JUNE 2023	100-21690	25.00
07/23	07/13/2023	95474	125	WALWORTH CO TREASURER		JUNE 2023 COURT FINES	JUNE 2023	100-21690	2,429.77
07/23	07/13/2023	95476	7906	WISCNET		2023 ANNUAL MEMBERSHIP FEE/NETWORK ACCESS	20991	100-51450-225	8,600.00
07/23	07/20/2023	95481	8603	BEST TEST AUTO ELECTRIC		#448 24V LINEAR ACTUATOR TESTING	10314	100-53230-352	95.00
07/23	07/20/2023	95483	28	BURNS INDUSTRIAL SUPPLY		#464 WATER PUMP REPAIR PARTS	1059037	100-53230-352	48.83
07/23	07/20/2023	95484	9709	BV TETZLAFF INC		RETURN STREET OPENING DEPOSIT 1065 UNIVERSAL B	1065 UNIVE	100-21660	70.19
07/23	07/20/2023	95488	4192	DIVERSIFIED BENEFIT SVC INC		JULY 2023 FSA PLAN	386878	100-51500-217	277.46
07/23	07/20/2023	95491	119	GENCOMM		KENWOOD RADIO	321087	100-52110-242	137.66
07/23	07/20/2023	95495	191	JEFFERSON CO SHERIFF		BOOKING FEE - MOTLEY	070523	100-51200-293	10.00
07/23	07/20/2023	95496	4833	JIM'S KEY SHOP LLC		8 KEYS CUT	260963	100-51600-355	78.00
07/23	07/20/2023	95497	9707	LADIES MUST SWING		07/23/2023 CONCERT	072723 CON	100-55320-790	1,200.00
07/23	07/20/2023	95498	6622	LANGUAGE LINE SERVICES		JUNE 2023 LANGUAGE SVCS	11037347	100-52600-219	49.37
07/23	07/20/2023	95502	8933	MCENDREE, RICK		RETURN STREET OPENING DEPOSIT 213 S WHITON WHI	213 S WHIT	100-21660	300.00
07/23	07/20/2023	95503	9713	MEYERS, BRITTANY		RFND BEVERAGE OPERATIONS LICENSE FEE	071423	100-44122-51	13.00
07/23	07/20/2023	95504	9710	MI TECH SERVICES		RETURN STREET OPENING DEPOSIT-UNIVERSAL BLVD,	UNIVERSAL	100-21660	400.00
07/23	07/20/2023	95505	3154	MIDWEST PRAIRIES LLC		EFFIGY MOUNDS PRESCRIBED BURN	3649	100-53270-295	2,550.00
07/23	07/20/2023	95506	9708	NETWURX LLC		RETURN STREET OPENING DEPOSIT 144 TRATT TO 120	144 TRATT T	100-21660	400.00
07/23	07/20/2023	95506	9708	NETWURX LLC		RETURN STREET OPENING DEPOSIT-144-304 N TRATT S	144-304 N T	100-21660	450.00
07/23	07/20/2023	95506	9708	NETWURX LLC		RETURN STREET OPENING DEPOSIT-214 JANESVILLE T	214 JANES T	100-21660	550.00
07/23	07/20/2023	95511	727	PETE'S TIRE SERVICE INC		#24 FLAT TIRE REPAIRS	110990	100-53230-354	50.00
07/23	07/20/2023	95511	727	PETE'S TIRE SERVICE INC		#769 FLAT TIRE REPAIRS	111036	100-53230-352	55.00
07/23	07/20/2023	95514	9113	SNUFF UM OUT PEST CONTRO		PEST CONTROL	10	100-52120-219	30.00
07/23	07/20/2023	95515	102	STA-LITE CORP		REPLACE STOP&GO MAIN/TRATT-VEHICLE DAMAGE	62020	100-53300-222	750.00
07/23	07/20/2023	95516	8137	TDS		RETURN STREET OPENING DEPOSIT-529 S PRINCE ST	529 S PRINC	100-21660	250.00
07/23	07/20/2023	95518	7783	VARELA, ALEJANDRO		INTERPRETING SVCS FOR COURT ON 07/12/23	071723	100-51200-219	90.00
07/23	07/20/2023	95519	125	WALWORTH CO SHERRIFF'S D		FULL DAY USE OF COUNTY RANGE-6/5,6/6,6/26	130225	100-52110-360	450.00
07/23	07/20/2023	95520	25	WE ENERGIES	NZ712613	Electric-0713499904-00013-E. Main - signal	JUNE 2023	100-53300-222	14.30
07/23	07/20/2023	95520	25	WE ENERGIES	BZ762390	Electric-0713499904-00021-Main & Franklin - signal	JUNE 2023	100-53300-222	45.86
07/23	07/20/2023	95520	25	WE ENERGIES	BZ763343	Electric-0713499904-00027-Main & Fremont Sts.	JUNE 2023	100-53300-222	46.01
07/23	07/20/2023	95520	25	WE ENERGIES	BZ860137	Electric-0713499904-00044-Main & Elizabeth Sts.	JUNE 2023	100-53300-222	42.99
07/23	07/20/2023	95520	25	WE ENERGIES	BZ777598	Electric-0713499904-00046-Main & Prairie Sts.	JUNE 2023	100-53300-222	47.13
07/23	07/20/2023	95520	25	WE ENERGIES	NZ711879	Electric-0713499904-00053-E. Milwaukee - signals	JUNE 2023	100-53300-222	15.07
07/23	07/20/2023	95520	25	WE ENERGIES	BZ860138	Electric-0713499904-00066-Main & Tratt Sts.	JUNE 2023	100-53300-222	44.11
07/23	07/20/2023	95520	25	WE ENERGIES	NZ711110	Electric-0713499904-00073-E. Milwaukee & Ridge	JUNE 2023	100-53300-222	15.71
07/23	07/20/2023	95520	25	WE ENERGIES	BZ762388	Electric-0713499904-00081-Main & Franklin Sts.	JUNE 2023	100-53300-222	220.86
07/23	07/20/2023	95520	25	WE ENERGIES	BZ868568	Electric-0713499904-00095-Main & Prince Sts.	JUNE 2023	100-53300-222	151.14

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/20/2023	95520	25	WE ENERGIES	NZT955053	Electric-0713499904-00024-Shop	JUNE 2023	100-53230-222	460.76
07/23	07/20/2023	95520	25	WE ENERGIES	3301864	Gas-0713499904-00038-Shop	JUNE 2023	100-53230-222	33.95
07/23	07/20/2023	95520	25	WE ENERGIES	NZT852618	Electric-0713499904-00040-Parking Lot	JUNE 2023	100-53230-222	15.52
07/23	07/20/2023	95520	25	WE ENERGIES	NZT1026126	Electric-0713499904-00068-Shop	JUNE 2023	100-53230-222	73.96
07/23	07/20/2023	95520	25	WE ENERGIES	3072635	Gas-0713499904-00083-Shop	JUNE 2023	100-53230-222	30.38
07/23	07/20/2023	95520	25	WE ENERGIES	NZT959693	Electric-0713499904-00001-611 W Center St	JUNE 2023	100-53270-222	15.37
07/23	07/20/2023	95520	25	WE ENERGIES	NZT918112	Electric-0713499904-00022-War Memorial	JUNE 2023	100-51600-222	14.73
07/23	07/20/2023	95520	25	WE ENERGIES	NZT943845	Electric-0713499904-00025-Ann & Fremont Sts.	JUNE 2023	100-51600-223	82.06
07/23	07/20/2023	95520	25	WE ENERGIES	1919823	Gas-0713499904-00028-407 S Wisconsin St Parks-Gas	JUNE 2023	100-53270-223	9.57
07/23	07/20/2023	95520	25	WE ENERGIES	486653	Gas-0713499904-00031-611 W Center St	JUNE 2023	100-53270-223	9.57
07/23	07/20/2023	95520	25	WE ENERGIES	1942923	Gas-0713499904-00032-White Bldg.	JUNE 2023	100-51600-223	17.53
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT36767	Electric-0713499904-00047-Starin Park Electric	JUNE 2023	100-53270-222	678.00
07/23	07/20/2023	95520	25	WE ENERGIES	NZT940418	Electric-0713499904-00048-Picnic shelter	JUNE 2023	100-51600-222	29.34
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT31597	Electric-0713499904-00054-Behind 111 Whitewater St.	JUNE 2023	100-51600-222	117.47
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT30762	Electric-0713499904-00055-White Bldg.	JUNE 2023	100-51600-222	474.49
07/23	07/20/2023	95520	25	WE ENERGIES	3000799	Gas-0713499904-00057-War Memorial	JUNE 2023	100-51600-223	10.62
07/23	07/20/2023	95520	25	WE ENERGIES	NZT955906	Electric-0713499904-00061-Walking Trail Lights	JUNE 2023	100-53270-222	20.28
07/23	07/20/2023	95520	25	WE ENERGIES	NZT770305	Electric-0713499904-00065-407 S Wisconsin St Parks-Electri	JUNE 2023	100-53270-222	47.44
07/23	07/20/2023	95520	25	WE ENERGIES	NZT940415	Electric-0713499904-00067-504 W. Starin - Comm.bldg.	JUNE 2023	100-51600-222	322.02
07/23	07/20/2023	95520	25	WE ENERGIES	NZT943923	Electric-0713499904-00078-Starin Park restrooms	JUNE 2023	100-51600-222	72.85
07/23	07/20/2023	95520	25	WE ENERGIES	NZT960224	Electric-0713499904-00092-Janesville & Harper Sts.	JUNE 2023	100-51600-222	16.64
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT31379	Electric-0713499904-00003-Armory	JUNE 2023	100-51600-222	1,405.73
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT30832	Electric-0713499904-00006-Library-Electric	JUNE 2023	100-55111-222	1,319.39
07/23	07/20/2023	95520	25	WE ENERGIES	1942926	Gas-0713499904-00010-Armory	JUNE 2023	100-51600-223	26.82
07/23	07/20/2023	95520	25	WE ENERGIES	NZT943924	Electric-0713499904-00011-Park	JUNE 2023	100-53270-222	478.65
07/23	07/20/2023	95520	25	WE ENERGIES	3390423	Gas-0713499904-00050-Library	JUNE 2023	100-55111-223	123.16
07/23	07/20/2023	95520	25	WE ENERGIES	1900200	Gas-0713499904-00062-City Hall	JUNE 2023	100-51600-223	431.37
07/23	07/20/2023	95520	25	WE ENERGIES	NZT1095218	Electric-0713499904-00064-Jefferson St Light	JUNE 2023	100-53420-222	108.51
07/23	07/20/2023	95520	25	WE ENERGIES	1754858	Gas-0713499904-00077-Historical Society	JUNE 2023	100-51600-223	11.12
07/23	07/20/2023	95520	25	WE ENERGIES	NZT834388	Electric-0713499904-00080-Historical Society	JUNE 2023	100-53420-222	166.07
07/23	07/20/2023	95520	25	WE ENERGIES	NA	Electric-0713499904-00084-Nature Area-Electric	JUNE 2023	100-53270-222	17.49
07/23	07/20/2023	95520	25	WE ENERGIES	NZT961308	Electric-0713499904-00086-Whiton & Main St	JUNE 2023	100-53300-222	44.74
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT30870	Electric-0713499904-00087-City Hall	JUNE 2023	100-51600-222	7,824.18
07/23	07/20/2023	95520	25	WE ENERGIES	3240984	Gas-0713499904-00012-TFOD-Gas	JUNE 2023	100-53270-223	9.57
07/23	07/20/2023	95520	25	WE ENERGIES	NZT962432	Electric-0713499904-00016-E. Universal	JUNE 2023	100-53420-222	41.88
07/23	07/20/2023	95520	25	WE ENERGIES		Electric-0713499904-00020-Starin Rd LED lights	JUNE 2023	100-53420-222	1,145.52
07/23	07/20/2023	95520	25	WE ENERGIES	NZT797819	Electric-0713499904-00026-Siren Burr Oak Trl	JUNE 2023	100-52500-310	16.26
07/23	07/20/2023	95520	25	WE ENERGIES	NZT960101	Electric-0713499904-00030-Indian Mound & Walworth	JUNE 2023	100-53420-222	27.43
07/23	07/20/2023	95520	25	WE ENERGIES	NZT1075656	Electric-0713499904-00037-Howard Rd	JUNE 2023	100-53420-222	117.79

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07/23	07/20/2023	95520	25	WE ENERGIES	NZT957716	Electric-0713499904-00039-214 S. Second St.	JUNE 2023	100-53420-222	177.82
07/23	07/20/2023	95520	25	WE ENERGIES	493569	Gas-0713499904-00045-Cravath Lake Comm. Bldg.	JUNE 2023	100-51600-223	10.12
07/23	07/20/2023	95520	25	WE ENERGIES	NZT268270	Electric-0713499904-00052-Executive Dr.	JUNE 2023	100-53420-222	109.85
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT704076	Electric-0713499904-00056-Walton Dr. Siren	JUNE 2023	100-52500-310	20.28
07/23	07/20/2023	95520	25	WE ENERGIES	NZT1074701	Electric-0713499904-00059-Newcomb St Light	JUNE 2023	100-53420-222	92.01
07/23	07/20/2023	95520	25	WE ENERGIES	NZT962179	Electric-0713499904-00060-Main & Indian Mound Pkwy	JUNE 2023	100-53420-222	26.16
07/23	07/20/2023	95520	25	WE ENERGIES	NA	Electric-0713499904-00070-329 N. Tratt (flashers)	JUNE 2023	100-53300-222	6.95
07/23	07/20/2023	95520	25	WE ENERGIES	NZT947757	Electric-0713499904-00071-TFOD-Electric	JUNE 2023	100-53270-222	294.23
07/23	07/20/2023	95520	25	WE ENERGIES	NA	Electric-0713499904-00079-Street Lights	JUNE 2023	100-53420-222	16,600.13
07/23	07/20/2023	95520	25	WE ENERGIES	NZT962084	Electric-0713499904-00082-Behind 124 Main St.	JUNE 2023	100-53420-222	46.97
07/23	07/20/2023	95520	25	WE ENERGIES	NZT797817	Electric-0713499904-00085-Florence & Tratt Siren	JUNE 2023	100-52500-310	16.15
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT703910	Electric-0713499904-00091-Bluff Rd. Siren	JUNE 2023	100-52500-310	19.65
07/23	07/20/2023	95520	25	WE ENERGIES	NZT910081	Electric-0713499904-00094-W. side North St.	JUNE 2023	100-53420-222	89.84
07/23	07/20/2023	95522	69	WI DEPT OF JUSTICE - TIME		3Q23 BCM CIRUIT & TIME ACCESS	455TIME-000	100-52600-295	2,307.75
07/23	07/27/2023	95526	8416	AXON ENTERPRISE INC		TASER INSTRUCTOR TRAINING-VALADEZ/TAYLOR	INUS172748	100-52110-211	990.00
07/23	07/27/2023	95527	9715	COX, EMILY A		RFND DUPLICATE PAYMENT FOR PARKING TICKETS 146	072023	100-45130-52	80.00
07/23	07/27/2023	95528	9297	FIRE PREVENTION SERVICES L		MAY & JUNE 2023 FIRE INSPECTION -65 INSPECTIONS	MAY/JUNE 2	100-52400-219	1,300.00
07/23	07/27/2023	95529	120	H & H FIRE PROTECTION LLC		2 5# FIRE EXTINGUISHERS REFILLED	19444	100-52110-310	55.00
07/23	07/27/2023	95531	110	KB SHARPENING SERVICES IN		10 MOWER BLADES LESS TAX	121486	100-53270-242	80.00
07/23	07/27/2023	95533	3800	LAND-MARK SURVEYING		MARK CORNERS-ENDEAVOR & PROSPECT RD PROPERT	4430	100-15205	330.00
07/23	07/27/2023	95534	727	PETE'S TIRE SERVICE INC		#772 TIRES AND FLAT TIRE REPAIR	111418	100-53270-242	105.00
07/23	07/27/2023	95536	7335	PROPHOENIX CORP		USER CONF FEE-SHROCK, MACI	2023322	100-52600-211	745.00
07/23	07/27/2023	95537	9507	PULLIN & PLOWIN LLC		JUNE 4TH MOWING	2023-277	100-52400-219	275.00
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		A1 PACKEGING	0198602	100-53100-213	174.49
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		ALDI	0198602	100-53100-213	1,269.35
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		FOOD PROCESSING PROSPECT	0198602	100-53100-213	364.91
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		HOFFMAN LANDS	0198602	100-53100-213	2,096.99
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		PMT MEETING	0198602	100-53100-213	231.00
07/23	07/27/2023	95541	8	UW WHITEWATER		EXAM GLOVES	JUNE 2023	100-53420-310	12.89
07/23	07/27/2023	95541	8	UW WHITEWATER		TOILET PAPER/BATTERIES	JUNE 2023	100-51600-310	73.84
07/23	07/27/2023	95541	8	UW WHITEWATER		SOAP/TOILET PAPER/CAN LINERS/FL LAMPS	JUNE 2023	100-51600-310	485.97
07/23	07/27/2023	95543	195	WI DEPT OF TRANSPORTATION		24 LICENSE PLATE SUSPENSION	072523	100-52140-360	120.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-USPS	POSTAGE	JULY 2023	100-16500	100.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-USPS	PREPAID POSTAGE	JULY 2023	100-16500	50.00
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-GINGERBR	Admin-WCMA meal	JULY 2023	100-51400-211	25.19
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-RUSTIQUE	Admin-WCMA meal	JULY 2023	100-51400-211	23.52
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-VON BRIE	Admin-Legal services	JULY 2023	100-51400-217	357.50
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-CHATGPT S	Admin- office and operating supplies	JULY 2023	100-51400-310	20.00
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-SQ *THE BA	Admin-Office Supplies	JULY 2023	100-51400-310	15.88

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-ADOBE *AC	Chief of Staff Adobe	JULY 2023	100-51400-310	50.27
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-CDW GOVT	HR computer replacement	JULY 2023	100-51400-310	665.17
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-REGI	Pulled Deed and Documents for City Manager	JULY 2023	100-51400-310	40.00
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	Office Supplies for 2nd floor	JULY 2023	100-51400-310	89.35
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-RYDI	Golf cart decals	JULY 2023	100-51400-310	318.77
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	post it notes for 2nd floor	JULY 2023	100-51400-310	13.98
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-ODP	Plates, Paper cutter	JULY 2023	100-51400-310	105.15
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-ODP	Paper for Licenses	JULY 2023	100-51400-310	36.99
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-WM	Water for Common Council Room	JULY 2023	100-51400-310	10.72
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	Office Supplies for 2nd floor	JULY 2023	100-51400-310	93.38
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-COM	Copy Paper	JULY 2023	100-51400-310	474.00
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	Break Room Supplies	JULY 2023	100-51400-310	53.69
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-WM	Break Room Supplies	JULY 2023	100-51400-310	445.63
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	Break Room Supplies/office supplies	JULY 2023	100-51400-310	122.73
07/23	07/28/2023	900189	8487	US BANK	TAYLOR ZEINERT-AMZN MK	admin-office and operating supplies	JULY 2023	100-51400-310	48.96
07/23	07/28/2023	900189	8487	US BANK	TAYLOR ZEINERT-AMAZON.	Admin- office and operating supplies	JULY 2023	100-51400-310	76.98
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMAZO	Paper Bowls for Employee Breakroom	JULY 2023	100-51400-310	21.72
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMZN	HR File folders	JULY 2023	100-51400-310	252.45
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMAZO	Smead File Labels for HR	JULY 2023	100-51400-310	55.35
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMZN	Smead Labels for HR files	JULY 2023	100-51400-310	51.66
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-TLF*THE V	Admin-Funeral flowers for Jason Dean's mother	JULY 2023	100-51400-310	82.50
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-DOJ E	Code E Record Checks for City Clerk, City Manager, Neighbo	JULY 2023	100-51400-310	441.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-STERI	SHREDDING SVCS	JULY 2023	100-51400-310	39.23
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-KWIK TRIP	Admin-WCMA fuel	JULY 2023	100-51400-330	77.76
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-WALGREEN	Admin- WCMA Snacks	JULY 2023	100-51400-330	17.78
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-LODGE KOH	Admin- Hotel Snacks for WCMA	JULY 2023	100-51400-330	10.84
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-KWIK TRIP	Admin-WCMA fuel	JULY 2023	100-51400-330	67.22
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-LODGE KOH	Travel- Hotel for WCMA	JULY 2023	100-51400-330	102.80
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-KWIK TRIP	Admin-WCEDA fuel	JULY 2023	100-51400-330	30.00
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-KWIK TRIP	admin- Travel Expenses	JULY 2023	100-51400-330	30.01
07/23	07/28/2023	900189	8487	US BANK	TAYLOR ZEINERT-WAL-MAR	Thank you cards- celebrations/awards	JULY 2023	100-51400-790	11.58
07/23	07/28/2023	900189	8487	US BANK	TAYLOR ZEINERT-SQ *FLO	admin- Celebrations and Awards	JULY 2023	100-51400-790	60.00
07/23	07/28/2023	900189	8487	US BANK	TAYLOR ZEINERT-WM SUP	admin- Celebration/ awards	JULY 2023	100-51400-790	140.88
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-BLUE Q	Kathy Boyd Retirement Gift	JULY 2023	100-51400-790	31.74
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMZN	Kathy Boyd Retirement Gift	JULY 2023	100-51400-790	33.39
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-AMAZO	Kathy Boyd Retirement Gift	JULY 2023	100-51400-790	12.99
07/23	07/28/2023	900189	8487	US BANK	SARA MARQUARDT-TLF*FL	Kathy Boyd Retirement Flowers	JULY 2023	100-51400-790	61.18
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-WAL-MART	Admin-Employee Picnic supplies	JULY 2023	100-51400-790	62.61
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-WAL-MART	Admin-Employee Picnic supplies	JULY 2023	100-51400-790	16.37

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-SAM	Employee luncheon treats	JULY 2023	100-51400-790	162.96
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-WM S	Employee luncheon treats	JULY 2023	100-51400-790	12.50
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Parade Items	JULY 2023	100-51400-790	145.54
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Parade Items	JULY 2023	100-51400-790	60.08
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-WM S	Parade Items	JULY 2023	100-51400-790	82.48
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-GOTOCOM*	JUNE 2023 VIRTUAL MEETINGS	JULY 2023	100-51450-225	40.09
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-BACKBLAZE.	Cloud backup	JULY 2023	100-51450-225	60.00
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-SPECTRUM	JUNE 2023 BACKUP INTERNET/CABLE/BOXES	JULY 2023	100-51450-225	307.44
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-VZWRL	MAY 2023 CELL SERVICE	JULY 2023	100-51450-225	2,305.76
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ATT*B	MAY 2023 INDIVIDUAL PHONE LINES/LONG DIST	JULY 2023	100-51450-225	946.04
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY NOBLING-ZOOM.	JUNE 2023 VIRTUAL MEETINGS	JULY 2023	100-51450-225	365.02
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY NOBLING-SPAM H	2023 SPAM HERO SVC	JULY 2023	100-51450-225	96.00
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY NOBLING-GOLDF	JUNE 2023 FAX SERVICE	JULY 2023	100-51450-225	110.48
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-CIVIC SYST	2023 CIVIC SYMP - LINSE	JULY 2023	100-51500-211	235.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-CIVIC	2023 CIVIC SYMPOSIUM-THOMAS	JULY 2023	100-51500-211	235.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-JOHNS	2023 AUDIT WORK - FINAL	JULY 2023	100-51500-214	5,820.00
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-CDW GOVT	Finance PC	JULY 2023	100-51500-310	793.88
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-USPS PO 5	POSTAGE	JULY 2023	100-51500-310	1.45
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-LINKEDIN J	FINANCE DIRECTOR AD	JULY 2023	100-51500-310	53.81
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-SAMS	COFFEE	JULY 2023	100-51500-310	27.98
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-STERI	SHREDDING SVCS	JULY 2023	100-51500-310	39.22
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-GLACIER C	HOTEL STAY FOR 2023 CIVIC SYMP-LINSE	JULY 2023	100-51500-330	267.90
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-GLACI	HOTEL STAY FOR 2023 CIVIC SYMP-THOMAS	JULY 2023	100-51500-330	122.36
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	UNIFORMS	JULY 2023	100-51600-118	33.50
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-KWIK TR	Seasonal Staff Appreciation Gift Cards	JULY 2023	100-51600-211	70.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 341 FREMONT ST	JULY 2023	100-51600-246	338.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 504 STARIN RD	JULY 2023	100-51600-246	1,154.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 146 NORTH ST	JULY 2023	100-51600-246	1,364.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 312 WHITEWATER ST	JULY 2023	100-51600-246	4,545.00
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-B&H PHOTO	Facilities tablet	JULY 2023	100-51600-310	572.64
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-B&H PHOTO	Misapplied taxes - will get refunded	JULY 2023	100-51600-310	31.50
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-COM	Copy Paper	JULY 2023	100-51600-310	158.00
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-PER MAR S	3Q23 WHITE BUILDING MONITORING SVCS	JULY 2023	100-51600-310	360.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-SUPER	WEED AND BUG KILLER	JULY 2023	100-51600-310	410.72
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ALLIAN	WHITE/MUNI/AMORY CLOSED SYSTEM LAB ANALYSIS	JULY 2023	100-51600-310	160.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-WHITE	SENIOR CENTER WINDOW REPAIR	JULY 2023	100-51600-310	102.53
07/23	07/28/2023	900189	8487	US BANK	DWIGHT SLOCUM-AMZN M	MINIBLINDS	JULY 2023	100-51600-310	99.29
07/23	07/28/2023	900189	8487	US BANK	DWIGHT SLOCUM-AMZN M	WALL CALENDAR, DRY ERASE MARKERS	JULY 2023	100-51600-310	40.21
07/23	07/28/2023	900189	8487	US BANK	DWIGHT SLOCUM-AMZN M	FLOOR CORD COVER	JULY 2023	100-51600-310	23.71

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07/23	07/28/2023	900189	8487	US BANK	DWIGHT SLOCUM-BLINDS.	MINIBLINDS	JULY 2023	100-51600-310	94.99
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-VON BRIE	PD Admin-Legal services	JULY 2023	100-52100-219	292.50
07/23	07/28/2023	900189	8487	US BANK	DANIEL A MEYER-LEXISNE	June LexisNexis bill	JULY 2023	100-52100-225	111.46
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-S	Running Board Lights for Squads 22, 24 and 30 (ARPA Funds	JULY 2023	100-52100-310	1,846.10
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-B&H PHOTO	Vander Steeg perpetual Adobe license	JULY 2023	100-52100-310	538.80
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-WOND	Recoverit Data Recovery Yearly Plan	JULY 2023	100-52100-310	74.19
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-ODP B	Lexmark B231000 Black Toner Cartridge, Post-Its, Sharpie Pe	JULY 2023	100-52100-310	222.58
07/23	07/28/2023	900189	8487	US BANK	DANIEL A MEYER-AMERICA	2022 WPD awards-placards and (3) trophies	JULY 2023	100-52100-310	304.95
07/23	07/28/2023	900189	8487	US BANK	DANIEL A MEYER-MICHAEL	Flag encasement for former employee funeral service	JULY 2023	100-52100-310	58.01
07/23	07/28/2023	900189	8487	US BANK	DANIEL A MEYER-AMAZON.	9x5 US Flag for Honor Guard presentation-former employee f	JULY 2023	100-52100-310	56.91
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-BLACK	Ells, Taft and Krahn CJ-IDC Instructor Training Course	JULY 2023	100-52110-211	750.00
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-PROPI	Spanish Interpretation for multiple cases	JULY 2023	100-52110-219	390.65
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-AMZN	2 Zaxidaler Speakers for Ham Radio and Vioy Headphone Ext	JULY 2023	100-52110-242	41.97
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-AMZN	VBLL RJ-45 Pin Microphone Mic Cords Quantity of 2	JULY 2023	100-52110-242	17.98
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-A	AED Pads for squad cars	JULY 2023	100-52110-310	558.00
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-A	Training bullets for firearms	JULY 2023	100-52110-360	57.25
07/23	07/28/2023	900189	8487	US BANK	DANIEL A MEYER-HOME LU	Wood/materials for range training barricade	JULY 2023	100-52110-360	37.86
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-HI	Michele Martin SRO Conference with hotel in Appleton	JULY 2023	100-52120-211	270.00
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-E	Drug test kits for evidence lab	JULY 2023	100-52120-310	192.70
07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-E	Shipping costs for Drug test kits for evidence lab	JULY 2023	100-52120-310	28.86
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-AMZN	25 Ports USB Charger	JULY 2023	100-52120-310	49.99
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-VERIZON*C	REFUND CSO VEHICLE TRACKING	JULY 2023	100-52140-225	17.45-
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-COM	Copy Paper	JULY 2023	100-52140-310	158.00
07/23	07/28/2023	900189	8487	US BANK	CHRISTOPHER BENNETT-D	Seals - building permits	JULY 2023	100-52400-222	340.06
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-VERIZON*C	REFUND NSO VEHICLE TRACKING	JULY 2023	100-52400-225	17.45-
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-ADOBE *AC	Neighborhood services Adobe	JULY 2023	100-52400-310	60.33
07/23	07/28/2023	900189	8487	US BANK	TIM NEUBECK-B&H PHOTO	Neighborhood Services big printer supplies	JULY 2023	100-52400-310	239.99
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-AMZ	11x17 Paper for NS	JULY 2023	100-52400-310	67.38
07/23	07/28/2023	900189	8487	US BANK	KARRI J ANDERBERG-ODP	legal size paper for NS	JULY 2023	100-52400-310	76.32
07/23	07/28/2023	900189	8487	US BANK	HEIDI A GEMPLER-LLRMI	PD-LAWENFORCRISKMANAGMT-CRISIS NEGOTIATION	JULY 2023	100-52600-211	200.00
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-DOJ E	Code E Record Check for Police Department	JULY 2023	100-52600-310	7.00
07/23	07/28/2023	900189	8487	US BANK	TODD BUCKINGHAM-ADDIS	SHOP TOOL	JULY 2023	100-53230-310	159.99
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-R.O.D. INC	JUNE 2022 WATER COOLER RENTAL	JULY 2023	100-53230-310	33.95
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	SHOP TOWEL, MATS, BATHROOM SUPPLIES	JULY 2023	100-53230-310	60.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	SHOP TOWELS, MATS, BATHROOM SUPPLIES	JULY 2023	100-53230-310	782.40
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AIRGAS LLC	CYL ACETYLENE, ARGON, OXYGEN	JULY 2023	100-53230-310	114.28
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-S & H T	#445FUEL FILTER REPAIR	JULY 2023	100-53230-352	527.32
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-BURTNESS	#431 CABLE AND SWITCH	JULY 2023	100-53230-352	107.87
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-LAKESIDE I	#445 SENSOR, VALVE AND FUEL KIT	JULY 2023	100-53230-352	208.74

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07/23	07/28/2023	900189	8487	US BANK	ADAM C VANDER STEEG-S	Squad car lights for squad 22 changeover	JULY 2023	100-53230-354	511.93
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-GRAINGER	CRWFT WRNCH, STL	JULY 2023	100-53270-242	105.23
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-PATS SERVI	PORTABLE TOILET RENTAL - 5/22/2023 - 6/18/2023	JULY 2023	100-53270-310	240.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	UNIFORMS	JULY 2023	100-53300-118	1,006.13
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-TAPCO	TRAFFIC CONTROL SUPPLIES FOR REPAIRS	JULY 2023	100-53300-222	3,708.00
07/23	07/28/2023	900189	8487	US BANK	NEUMEISTER BRIAN-AMAZ	ROLODEX BUSINESS CARD FILE	JULY 2023	100-53300-310	65.38
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJIBWAY-DOJ E	Code E Record Checks for DPW-Streets	JULY 2023	100-53300-310	35.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-DECKER SU	STREET SIGN	JULY 2023	100-53300-354	203.18
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-VIKING ELE	IN-LINE FUSEHOLDERS (20)	JULY 2023	100-53420-310	161.70
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-VIKING ELE	IN-LINE FUSEHOLDERS (10)	JULY 2023	100-53420-310	161.70
07/23	07/28/2023	900189	8487	US BANK	DAN BUCKINGHAM-SP VAL	HVAC HONEYWELL ACTUATOR	JULY 2023	100-55111-244	592.80
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-THE T	1/6HP MOTOR	JULY 2023	100-55111-244	305.57
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 431 CENTER ST	JULY 2023	100-55111-246	1,259.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ALLIAN	LIBRARY CLOSED SYSTEM LAB ANALYSIS	JULY 2023	100-55111-355	40.00
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AME	Flight for conference	JULY 2023	100-55200-211	425.80
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-NRPA	Partial Refund for conference	JULY 2023	100-55200-211	260.00-
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-ZOOM.U	Zoom Account Rec	JULY 2023	100-55200-224	23.98
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-WAL-M	Staff meeting	JULY 2023	100-55200-310	31.65
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMA	Prime Membership	JULY 2023	100-55200-320	139.54
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-EIG*CO	Constant Contact Marketing and Promotions	JULY 2023	100-55200-324	95.00
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Stevie the Squirrel Search Promotion	JULY 2023	100-55200-324	35.82
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-JOAN	Parade Items	JULY 2023	100-55320-790	61.00
Total 100:									217,155.30
200									
07/23	07/06/2023	95428	8825	KREATIVE SOLUTIONS LLC		MARKETING STRATEGY/PLAN SVCS	1738	200-55110-212	800.00
07/23	07/06/2023	95428	8825	KREATIVE SOLUTIONS LLC		JUNE 2023 SOCIAL MEDIA SVCS/PRESS RELEASES	1744	200-55110-212	1,875.00
07/23	07/28/2023	900189	8487	US BANK	ZACHARY A POPKE-B&H PH	2x headphones, cable tester	JULY 2023	200-55110-218	147.95
07/23	07/28/2023	900189	8487	US BANK	ZACHARY A POPKE-B&H PH	Taxes on the \$147.95 order	JULY 2023	200-55110-218	8.14
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-PREMIUM	JUNE 2023 WATER COOLER RENTAL	JULY 2023	200-55110-310	10.95
Total 200:									2,842.04
208									
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT G	JUNE 2023	208-51920-650	44.42
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT H	JUNE 2023	208-51920-650	20.36
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT I	JUNE 2023	208-51920-650	11.11
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT C	JUNE 2023	208-51920-650	12.34

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07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT D	JUNE 2023	208-51920-650	23.45
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		PARKING LOT J	JUNE 2023	208-51920-650	14.81
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		CDA-NEWCOMB ST PARKING PAD	JUNE 2023	208-51920-650	123.40
Total 208:									249.89
214									
07/23	07/13/2023	95448	6089	DOMINION VOTING SYSTEMS I		2023 VOTING MACHINE FIRMWARE LIC/HARDWARE WAR	DVS149084	214-51400-310	2,315.00
Total 214:									2,315.00
217									
07/23	07/06/2023	95435	41	VORPAGEL SERVICE INC			SI2208376	217-51600-850	2,857.54
Total 217:									2,857.54
220									
07/23	07/05/2023	95413	2915	IRVIN L YOUNG MEMORIAL LIB		postage	23-Jun	220-55110-313	12.38
07/23	07/05/2023	95414	3490	JOHNSON CREEK PUBLIC LIBR		Contingency	20230607	220-55110-350	28.00
07/23	07/05/2023	95415	1832	MIDWEST TAPE LLC		Audiovisual-juvenile	503856607	220-55110-327	16.99
07/23	07/05/2023	95415	1832	MIDWEST TAPE LLC		Audiovisual-adult	503872113	220-55110-326	260.78
07/23	07/05/2023	95415	1832	MIDWEST TAPE LLC		Audiovisual-adult	503891611	220-55110-326	139.98
07/23	07/05/2023	95415	1832	MIDWEST TAPE LLC		Audiovisual-adult	503924375	220-55110-326	71.99
07/23	07/05/2023	95416	5162	OPPORTUNITIES INC		Program supplies-juvenile	PSI562606	220-55110-342	67.50
07/23	07/05/2023	95417	9569	THE SWEENEY GROUP		May 2023 Library Building Project	62023	220-55110-337	5,602.00
07/23	07/05/2023	95417	9569	THE SWEENEY GROUP		June 2023 Library Building Project	72023	220-55110-337	5,551.00
07/23	07/05/2023	95418	4630	UNIQUE MANAGEMENT SVC IN		Material recovery	6113425	220-55110-319	46.60
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	220-55110-310	117.45
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	220-55110-310	102.41
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	220-55110-310	212.39
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ATT*C	MAY 2023 ALARM LINE	JULY 2023	220-55110-225	111.80
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ATT*C	MAY 2023 ALARM LINE	JULY 2023	220-55110-225	111.80
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-SHOW	CD jewel cases	JULY 2023	220-55110-310	43.20
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	colored paper	JULY 2023	220-55110-310	20.00
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-DEMC	label protectors, label remover	JULY 2023	220-55110-310	154.60
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-STERI	document shredding service	JULY 2023	220-55110-310	175.02
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-EDIT_	graphic design services for capital campaign	JULY 2023	220-55110-310	9.99
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	makerspace equipment	JULY 2023	220-55110-310	21.66
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	compressed gas duster for electronics	JULY 2023	220-55110-310	31.99

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07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-USPS	postcard stamps for fundraising event invitations	JULY 2023	220-55110-313	120.00
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-USPS	postcard stamps for fundraising event invitations	JULY 2023	220-55110-313	28.80
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-BAKER	adult books	JULY 2023	220-55110-321	887.09
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	adult books	JULY 2023	220-55110-321	32.80
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-BAKER	adult books	JULY 2023	220-55110-321	218.83
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-INGRA	children's books	JULY 2023	220-55110-323	98.57
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-BAKER	children's books	JULY 2023	220-55110-323	20.76
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-INGRA	children's books	JULY 2023	220-55110-323	161.09
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-APG S	Janesville Gazette monthly subscription fee	JULY 2023	220-55110-324	27.73
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-JOUR	Milwaukee Journal Sentinel monthly subscription fee	JULY 2023	220-55110-324	78.00
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	adult DVDs	JULY 2023	220-55110-326	37.46
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-BAKER	adult DVDs	JULY 2023	220-55110-326	43.90
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMAZ	adult DVDs	JULY 2023	220-55110-326	12.59
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	adult DVDs	JULY 2023	220-55110-326	44.56
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMAZ	adult DVDs	JULY 2023	220-55110-326	31.25
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-BAKER	adult DVDs	JULY 2023	220-55110-326	122.32
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMAZ	adult DVDs	JULY 2023	220-55110-326	82.87
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMAZ	adult DVDs	JULY 2023	220-55110-326	38.71
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	children's DVD	JULY 2023	220-55110-327	9.96
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	program supplies-adult	JULY 2023	220-55110-341	37.93
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-CRICU	annual Cricut subscription	JULY 2023	220-55110-341	101.15
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	program supplies-adult	JULY 2023	220-55110-341	10.25
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	program supplies-adult	JULY 2023	220-55110-341	34.86
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-WALM	program supplies-children	JULY 2023	220-55110-342	54.36
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	program supplies-children	JULY 2023	220-55110-342	36.47
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-AMZN	program supplies-children	JULY 2023	220-55110-342	33.80
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-OTC B	program supplies-children	JULY 2023	220-55110-342	41.98
07/23	07/28/2023	900189	8487	US BANK	STACEY LUNSFORD-SUBW	refreshments for library building project kickoff event	JULY 2023	220-55110-343	1,180.40
Total 220:									16,538.02
230									
07/23	07/13/2023	95459	42	JOHNS DISPOSAL SERVICE IN		JULY 2023 GARBAGE	1132148	230-53600-219	24,507.00
07/23	07/13/2023	95459	42	JOHNS DISPOSAL SERVICE IN		JULY 2023 RECYCLE	1132148	230-53600-295	11,300.45
07/23	07/13/2023	95459	42	JOHNS DISPOSAL SERVICE IN		JULY 2023 BULK	1132148	230-53600-219	5,446.00
07/23	07/13/2023	95459	42	JOHNS DISPOSAL SERVICE IN		JULY 2023 DUMPSTERS	1132148	230-53600-219	184.00
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		LANDFILL MONITORING PJT 1407-128	0199668	230-53600-220	386.42
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-USPS PO 56	GEMS SUBMITTAL TO DNR - LANDFILL DATA	JULY 2023	230-53600-220	5.50

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
Total 230:									41,829.37
235									
07/23	07/20/2023	95482	47	BROWN CAB SERVICE INC		JUNE 2023 CAB SERVICES	3863	235-51350-295	6,460.65
Total 235:									6,460.65
246									
07/23	07/06/2023	95421	9647	CESARZ, JUSTIN		07/8-9 TOURNY UMPIRE 4 GAMES @ \$70/GAME	070623	246-55110-114	280.00
07/23	07/06/2023	95425	9649	EDDY, CHRISTIAN M		07/8-9 TOURNY UMPIRE 4 GAMES @ \$70/GAME	070623	246-55110-114	280.00
07/23	07/06/2023	95429	9528	LEISING, MICHAEL A		07/8-9 TOURNY UMPIRE 7 GAMES @ \$70/GAME	070823	246-55110-114	490.00
07/23	07/13/2023	95444	9647	CESARZ, JUSTIN		UMPIRE TOURNY 07/9 3 GAMES @\$70/GAME	071123	246-55110-114	210.00
07/23	07/13/2023	95454	9703	HOEY, RYAN		07/08 UMPIRE TOUNRY 4 GAMES @\$70/GAME	070823	246-55110-114	280.00
07/23	07/13/2023	95463	7910	LIPARI		HOTDOGS/BRATS/CHIPS/MUFINS	9774159	246-55110-346	525.20
07/23	07/20/2023	95485	9647	CESARZ, JUSTIN		07/22 TOURNY UMPIRE- 5 GAMES	072223	246-55110-114	350.00
07/23	07/20/2023	95486	9647	CESARZ, JUSTIN		07/23 TOURNY UMPIRE - 6 GAMES	072323	246-55110-114	420.00
07/23	07/27/2023	95486	9647	CESARZ, JUSTIN		07/23 TOURNY UMPIRE - 6 GAMES	072323	246-55110-114	420.00- V
07/23	07/20/2023	95489	9649	EDDY, CHRISTIAN M		07/22 TOURNY UMPIRE- 6 GAMES	072223	246-55110-114	420.00
07/23	07/20/2023	95490	9649	EDDY, CHRISTIAN M		07/23 TOURNY UMPIRE - 5 GAMES	072323	246-55110-114	350.00
07/23	07/20/2023	95493	9703	HOEY, RYAN		07/22 TOURNY UMPIRE-6 GAMES @ \$70 PER GAME	072223	246-55110-114	420.00
07/23	07/20/2023	95494	9703	HOEY, RYAN		07/23 TOURNY UMPIRE - 50 GAMES	072323	246-55110-114	350.00
07/23	07/20/2023	95499	7910	LIPARI		BRATS/PULLED PORK/CHIPS/MUFFINS/FREEZIES	9833605	246-55110-346	437.20
07/23	07/20/2023	95500	9706	LOWERY, JASON B		07/22 TOURNY UMPIRE- 4 GAMES @\$70/GAME	072223	246-55110-114	280.00
07/23	07/20/2023	95501	9706	LOWERY, JASON B		07/23 TOURNY UMPIRE - 4 GAMES	072323	246-55110-114	280.00
07/23	07/20/2023	95507	9409	NILES, DANIEL A		07/22 TOURNY UMPIRE- 4 GAMES	072223	246-55110-114	280.00
07/23	07/20/2023	95508	9409	NILES, DANIEL A		07/23 TOURNY UMPIRE - 5 GAMES	072323	246-55110-114	350.00
07/23	07/20/2023	95509	9408	NILES, GLENN A		07/22 TOURNY UMPIRE-4 GAMES	072223	246-55110-114	280.00
07/23	07/20/2023	95524	2751	ZAWACKI, JOSEPH		07/22 TOURNY UMPIRE- 6 GAMES	072223	246-55110-114	420.00
07/23	07/20/2023	95525	2751	ZAWACKI, JOSEPH		07/23 TOURNY UMPIRE -6 GAMES	072323	246-55110-114	350.00
07/23	07/27/2023	95539	8557	THE COACH'S LOCKER		BASEBALLS	383563	246-55110-310	100.00
07/23	07/27/2023	95539	8557	THE COACH'S LOCKER		SOFT BALLS	804235	246-55110-310	319.80
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-DICKS S	Softballs for Tournament	JULY 2023	246-55110-310	47.40
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-DICKS S	baseballs for tournament	JULY 2023	246-55110-310	47.47
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-WHENIW	When I work TFD	JULY 2023	246-55110-310	12.60
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-WAL-MA	concessions supplies	JULY 2023	246-55110-346	19.36
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-WM SUP	concessions supplies	JULY 2023	246-55110-346	19.59
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-WAL-MA	concessions supplies	JULY 2023	246-55110-346	9.64

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
Total 246:									7,208.26
247									
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		580 S ELIZABETH ST-AQUATIC CTR	JUNE 2023	247-55700-221	2,226.36
07/23	07/13/2023	95441	38	ALSCO		JUNE 2023 MAT SERVICE	JUNE 2023	247-55800-310	103.24
07/23	07/13/2023	95443	7972	CARRICO AQUATIC RESOURCE		JULY 2023 CHEM & EQUIP AGREEMENT	20233790	247-55600-350	1,500.00
07/23	07/20/2023	95499	7910	LIPARI		CINN ROLLS/PRETZEL DOGS	9833606	247-55800-342	139.28
07/23	07/20/2023	95510	7941	PEPSI-COLA		16 CASES SODA/GATORADE	4372955	247-55800-342	326.88
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT31164	Electric-0713499904-00041-Aquatic Ctr Electric	JUNE 2023	247-55700-222	7,808.82
07/23	07/20/2023	95520	25	WE ENERGIES	421785	Gas-0713499904-00069-Aquatic Ctr Gas	JUNE 2023	247-55700-223	1,587.35
07/23	07/27/2023	95541	8	UW WHITEWATER		CAN LINERS/VINEGAR CLEANER	JUNE 2023	247-55800-310	131.67
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-VON BRIE	WAFC-Legal services	JULY 2023	247-55400-250	1,462.50
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-ZOOM.U	Zoom Account WAFC	JULY 2023	247-55500-224	23.99
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-WHENIW	When I work WAFC	JULY 2023	247-55500-224	151.20
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-WHENIW	When I work WAFC	JULY 2023	247-55500-224	15.35
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 580 ELIZABETH ST	JULY 2023	247-55500-246	808.00
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-LIBERTY	keytags	JULY 2023	247-55500-656	295.00
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-AMZN MK	band-aids for first aid kits	JULY 2023	247-55600-310	10.54
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-AMAZON.	band-aids for first aid kits	JULY 2023	247-55600-310	29.77
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-AMZN MK	band-aids for first aid kits	JULY 2023	247-55600-310	60.00
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-ZEBEC	water tubes for lazy river	JULY 2023	247-55600-346	316.18
07/23	07/28/2023	900189	8487	US BANK	DAN BUCKINGHAM-NASSC	DISINFECTING WIPES	JULY 2023	247-55800-310	1,135.39
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-LIBERTY	toner for printer	JULY 2023	247-55800-310	284.00
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-CANVA* I	brochures and day passes for WAFC	JULY 2023	247-55800-324	188.00
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-AMZN MK	prize wheel for marketing events	JULY 2023	247-55800-324	37.89
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-WM SUPE	supplies for forth of July float	JULY 2023	247-55800-324	15.42
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-AMZN MK	concession supplies-coffee cups	JULY 2023	247-55800-342	46.40
07/23	07/28/2023	900189	8487	US BANK	LORELEI BOWEN-SAMSCL	concession supplies	JULY 2023	247-55800-342	360.40
Total 247:									19,063.63
248									
07/23	07/20/2023	95492	1598	HENNESSY, MARY		RFND MARY POPINS PAYMENT	071923	248-55115-342	85.00
07/23	07/20/2023	95512	7944	PREMIER TENNIS AND FITNES		SUMMER TENNIS PARTICIPENT FEES	102	248-55110-485	945.70
07/23	07/20/2023	95521	628	WHITEWATER CHAMBER OF C		6 CHAMBER CHEQUES	2283	248-55115-342	30.00
07/23	07/27/2023	95539	8557	THE COACH'S LOCKER		SOFTBALLS	383563	248-55110-445	119.98
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-AMERI	NRPA flight	JULY 2023	248-55110-211	425.80
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-WM SUP	sponsorship frames	JULY 2023	248-55110-400	14.93

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-WM SUP	sponsorship frames	JULY 2023	248-55110-425	14.93
07/23	07/28/2023	900189	8487	US BANK	HUNTER KARNITZ-DICKS S	umpire gear sets	JULY 2023	248-55110-425	47.44
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Summer Camp Supplies	JULY 2023	248-55110-470	87.38
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMA	Summer Camp Supplies	JULY 2023	248-55110-470	25.24
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-SAM	Summer Camp Supplies	JULY 2023	248-55110-470	86.08
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-WAL-	Parade Items	JULY 2023	248-55110-470	13.80
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-WM S	Summer Camp Supplies	JULY 2023	248-55110-470	48.09
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-WM S	Summer Camp Supplies	JULY 2023	248-55110-470	62.53
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Summer Camp Supplies	JULY 2023	248-55110-470	25.30
07/23	07/28/2023	900189	8487	US BANK	MICHELLE DUJARDIN-AMZ	Summer camp	JULY 2023	248-55110-470	40.96
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-NRPA O	NRPA registration	JULY 2023	248-55115-211	535.00
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-WAL-M	Respite food and craft	JULY 2023	248-55115-342	21.54
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-4IMPRI	DFCI Swag Clips	JULY 2023	248-55115-342	258.81
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-WAL-M	Respite craft	JULY 2023	248-55115-342	10.10
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-WAL-M	Respite lunch and snacks	JULY 2023	248-55115-342	37.34
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-FRAVE	Cards for Center/ fundraising	JULY 2023	248-55115-342	187.50
07/23	07/28/2023	900189	8487	US BANK	JENNIFER FRENCH-MADIS	Mallards Game	JULY 2023	248-55115-342	104.00
07/23	07/28/2023	900189	8487	US BANK	ERIC BOETTCHER-WHENIW	When I work REC	JULY 2023	248-55115-342	88.20
Total 248:									3,315.65
249									
07/23	07/06/2023	95424	840	DESIGN ALLIANCE ARCHITECT		FIRE/RESCUE SLEEPING AREA PLANS	11876	249-52280-810	249.38
07/23	07/06/2023	95424	840	DESIGN ALLIANCE ARCHITECT		FIRE/RESCUE SLEEPING AREA PLANS	11876	249-52270-810	249.37
07/23	07/06/2023	95427	9480	JEFFERSON EMS		CALL#139-22-1246 PECHA, BRAYDEN	139-22-1246	249-52270-343	932.40
07/23	07/06/2023	95427	9480	JEFFERSON EMS		CALL# 139-23-082 STECK, MARIANNE	139-23-0182	249-52270-343	270.11
07/23	07/06/2023	95434	9529	SIREN SERVICES LLC		#1221 AIR COMPRESSOR REPAIRS	2018	249-52280-242	2,042.94
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		KEYS CUT	JUNE 2023	249-52280-310	7.23
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		ELECTRICAL TAPE	JUNE 2023	249-52280-242	13.99
07/23	07/13/2023	95452	133	FRAWLEY OIL CO INC		50 BAGS OIL ZORB	7755867	249-52280-310	600.00
07/23	07/13/2023	95461	9455	KWIK TRIP INC		JUNE 2023 FUEL	JUNE 2023 F	249-52270-351	1,131.65
07/23	07/13/2023	95461	9455	KWIK TRIP INC		JUNE 2023 FUEL	JUNE 2023 F	249-52280-351	451.69
07/23	07/13/2023	95469	3204	SULLIVAN SIGNS INC		2 BANNERS	2023274	249-52290-790	250.00
07/23	07/20/2023	95477	9711	ALCALA, ALFREDO		REFUND OVERPAYMENT OF TECH RESCUE CALL	CC22-02227	249-13100	384.00
07/23	07/20/2023	95478	5409	AMERICAN FAMILY INSURANCE		RFND OVRPMT ON CALL CC22-015589 AUSTIN LOHR	CC220-0155	249-13100	300.00
07/23	07/20/2023	95517	9705	UMR		RFND OVRPMT ON CALL 22-0925-DENNIS MARSHALL	22-0925	249-13100	924.94
07/23	07/27/2023	95532	111	KETTERHAGEN MOTORS INC		#1280 STEERING SENSOR/CLOCK SPRING REPAIR	03344	249-52270-241	617.71
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-MASTER MED	Lifepak repair supplies	JULY 2023	249-52270-242	321.20
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	BLANK KEYS	JULY 2023	249-52270-310	8.44

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-PAYPAL *	PAIL WASH AND WAX	JULY 2023	249-52270-310	61.75
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMAZON.	EXTRA WIDE UTILITY CARD	JULY 2023	249-52270-310	52.49
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	CONCRETE CLEANER	JULY 2023	249-52270-310	49.99
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-CENTRAL	Fire-Envelopes	JULY 2023	249-52270-310	273.77
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-EMERGENCY	Medical supplies	JULY 2023	249-52270-342	111.33
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-EMERGENCY	Medical supplies	JULY 2023	249-52270-342	79.08
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-EMERGENCY	Medical supplies	JULY 2023	249-52270-342	79.08
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-EMERGENCY	Medical supplies	JULY 2023	249-52270-342	600.77
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-EMERGENCY	Medical supplies	JULY 2023	249-52270-342	79.08
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-ALLS HAN	2-FIRE HOOKS ENTRY KIT/PRO BAR/8LB FLAT HEAD AX/	JULY 2023	249-52270-810	715.05
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	KITCHEN STORAGE CABINET	JULY 2023	249-52270-810	82.99
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	12PK HALOGEN BULBS/STRUT CHANNELS	JULY 2023	249-52270-810	56.98
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	STORAGE CABINET/SHOWER CADDIES	JULY 2023	249-52270-810	115.98
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-FEROS A	2005 TAHOE OIL CHANGE	JULY 2023	249-52280-241	34.56
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-SMALLEN	REPAIR PARTS	JULY 2023	249-52280-242	13.11
07/23	07/28/2023	900189	8487	US BANK	JASON DEAN-BRIMAR INDU	Replacement battery for lighted traffic control sign	JULY 2023	249-52280-242	38.48
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-USPS PO	SHIPPING	JULY 2023	249-52280-253	11.00
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	BLANK KEYS	JULY 2023	249-52280-310	8.44
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-WM SUPE	SOAP, KNIFE SHARPENER, APRON, DISH CLOTHS, CAR W	JULY 2023	249-52280-310	79.86
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-PAYPAL *	PAIL WASH AND WAX	JULY 2023	249-52280-310	61.75
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMAZON.	EXTRA WIDE UTILITY CARD	JULY 2023	249-52280-310	52.49
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	KITCHEN STORAGE CABINET	JULY 2023	249-52280-310	82.99
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-TARGET	CANDY FOR PARADE	JULY 2023	249-52280-310	34.78
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	CONCRETE CLEANER	JULY 2023	249-52280-310	50.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-R.O.D.	JUNE 2023 WATER COOLER RENTAL	JULY 2023	249-52280-310	38.95
07/23	07/28/2023	900189	8487	US BANK	JOE USELDING-SQ *WHITE	RETURN SHIPPING	JULY 2023	249-52280-310	120.01
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-ALLS HAN	2-FIRE HOOKS ENTRY KIT/PRO BAR/8LB FLAT HEAD AX/	JULY 2023	249-52280-810	3,257.44
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	12PK HALOGEN BULBS/STRUT CHANNELS	JULY 2023	249-52280-810	56.98
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-AMZN MK	STORAGE CABINET/SHOWER CADDIES	JULY 2023	249-52280-810	115.98
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-SAMS CL	PORK LOINS FOR MEETING	JULY 2023	249-52290-790	31.76
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-FESTIVAL	FOOD FOR MEETING	JULY 2023	249-52290-790	51.78
07/23	07/28/2023	900189	8487	US BANK	KELLY FREEMAN-FESTIVAL	2-SHEET CAKES/ROASTER PAN	JULY 2023	249-52290-790	69.24

Total 249: 15,322.99

271	07/23	07/20/2023	95523	9712	WIRTH + BAYNARD LAW OFFIC	DANGLO LUX CASE WORK	496381-00M	271-51920-350	925.00
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GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
Total 271:									925.00
280									
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		WALWORTH AVE RECONST-BIL PJT 1407-132	0198635	280-57500-821	13,565.40
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		INNOVATION DR-BIL PJT 1407-133	0198636	280-57500-821	1,702.09
Total 280:									15,267.49
300									
07/23	07/13/2023	95450	3442	BOND TRUST SVCS		GO BONDS 2018A PAYING AGENT FEE-2023	82204	300-58000-900	400.00
07/23	07/20/2023	95479	3007	ASSOCIATED TRUST COMPANY		2023 GO BOND DTD 6/10/14 ANNUAL FE	24465	300-58000-900	475.00
Total 300:									875.00
412									
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		JEFF ST GRO-CO REDEVELOPMENT PJT 1407-134	0199669	412-57660-219	854.58
Total 412:									854.58
441									
07/23	07/13/2023	95462	9704	LEON FURNITURE		2 SETS QUEEN MATTRESS& BOX	1173	441-57660-350	633.00
Total 441:									633.00
450									
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		E MAIN ST RECONSTRUCTION PJT 1407-120	0198631	450-54000-900	99.69
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		YODER LN RECONSTRUCTION PJT 1407-120	0198631	450-54000-899	99.96
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		ANN & FREMONT ST PJT 1407-122	0198632	450-54000-861	1,366.07
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		FREMONT ST RECONSTRUCTION PJT 1407-123	0198633	450-54000-862	1,298.43
Total 450:									2,864.15
452									
07/23	07/27/2023	95530	8526	JAKE LEISER PAINTING LLC		PREP & PAINTING OF BIRGE FOUNATAIN PIECES	024	452-57500-820	430.00
Total 452:									430.00

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
610									
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		WELL 8-E COMMERCIAL AVE	JUNE 2023	610-61935-220	6.17
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		WELL 8-INDIAN MOUND	JUNE 2023	610-61935-220	3.41
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		CARRIAGE DR PUMP HOUSE	JUNE 2023	610-61935-220	7.40
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		WATER PLANT	JUNE 2023	610-61935-220	35.17
07/23	07/06/2023	95430	8957	MARTELLE WATER TREATMEN		CHLORINE/FLOURIDE	25343	610-61630-341	4,045.62
07/23	07/06/2023	95432	4196	QUADIENT LEASING USA INC		2Q23 FOLDER/STUFFER MACHINE LEASE	N9999191	610-61921-310	126.84
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		MISC FASTENERS	JUNE 2023	610-61935-350	1.95
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		ALM LEVEL	JUNE 2023	610-61935-350	12.99
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		HYDRANT PAINT	JUNE 2023	610-61654-350	66.98
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		WELL #9 AIR WASH BOLTS	JUNE 2023	610-61630-350	21.92
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		WELL #9 FILTER PANEL PARTS	JUNE 2023	610-61630-350	29.60
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		WELL #9 FILTER PANEL PARTS	JUNE 2023	610-61630-350	24.58
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		HOSE CLAMPS/HOSE BARBS	JUNE 2023	610-61935-350	13.66
07/23	07/13/2023	95439	9604	ACE HARDWARE - WHITEWATE		MAXFIT SEC BIT SET	JUNE 2023	610-61935-350	.91
07/23	07/13/2023	95446	636	DIGGERS HOTLINE INC		PREPAID EMAIL FEES	230 6 39601	610-61651-350	98.66
07/23	07/13/2023	95451	205	FIRST SUPPLY LLC		SCREW RITE HITE VLV BOX ADP	13758265-00	610-61651-350	531.25
07/23	07/13/2023	95451	205	FIRST SUPPLY LLC		SCREW RITE HITE VLV BOX ADP	13758265-00	610-61654-350	531.25
07/23	07/13/2023	95455	493	JAECKEL BROS INC		HYDRANT REPLACEMENT - PLEASANT ST	29720	610-61936-810	902.50
07/23	07/13/2023	95455	493	JAECKEL BROS INC		SERVICE REPAIR FOR NEW STARBUCKS	29725	610-61652-350	1,869.90
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	610-61921-310	48.63
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	610-61921-310	36.29
07/23	07/13/2023	95471	5547	UTILITY SERVICE CO INC		2023 1ST HALF CRAVATH ST PEDISPHERE	584568	610-61650-350	13,901.82
07/23	07/13/2023	95475	4323	WATER WELL SOLUTIONS WI L		WELL#8 AIR COMPRESSROR EMERGANCY REPAIR	WI23-06-105	610-61620-350	14,793.00
07/23	07/20/2023	95480	5650	BALESTRIERI ENVIORNMENTA		ASBESTOS TESTING @WATER PLANT GARAGES	3176-01	610-61936-820	750.00
07/23	07/20/2023	95487	636	DIGGERS HOTLINE INC		2023 2ND HALF PREPAYMENT	230 7 39601	610-61651-350	343.48
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT33693	Electric-0713499904-00007-1130 Carriage-Meter 1	JUNE 2023	610-61620-220	4,665.84
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT36190	Electric-0713499904-00018-E Lauderdale ST	JUNE 2023	610-61620-220	1,463.42
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT30761	Electric-0713499904-00036-308 Fremont	JUNE 2023	610-61620-220	5,061.08
07/23	07/20/2023	95520	25	WE ENERGIES	1739465	Gas-0713499904-00043-308 Fremont	JUNE 2023	610-61620-220	14.59
07/23	07/20/2023	95520	25	WE ENERGIES	3022024	Gas-0713499904-00063-Carriage Dr.	JUNE 2023	610-61620-220	35.76
07/23	07/20/2023	95520	25	WE ENERGIES	PNXZT36612	Electric-0713499904-00074-Well #9	JUNE 2023	610-61620-220	3,755.47
07/23	07/20/2023	95520	25	WE ENERGIES	391007	Gas-0713499904-00075-951 Commercial Ave.	JUNE 2023	610-61620-220	20.39
07/23	07/20/2023	95520	25	WE ENERGIES	BZ789251	Electric-0713499904-00089-Cravath & Wood Sts.	JUNE 2023	610-61620-220	92.06
07/23	07/20/2023	95520	25	WE ENERGIES	PVZT439031	Electric-0713499904-00090-Comm Ave. well	JUNE 2023	610-61620-220	2,412.19
07/23	07/20/2023	95520	25	WE ENERGIES	NZT917009	Electric-0713499904-00035-Coburn Lane Hill	JUNE 2023	610-61620-220	16.95
07/23	07/27/2023	95535	3388	PIEPER ELECTIRC INC		WELL #5 BREAKER REPAIR & INSPECTION	875604	610-61620-350	4,401.00
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		SW WATER MAIN EXT	0198630	610-61936-820	1,053.81
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		E MAIN ST RECONSTRUCTION PJT 1407-120	0198631	610-61936-820	99.68

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		YODER LN RECONSTRUCTION PJT 1407-120	0198631	610-61936-820	99.96
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		ANN & FREMONT ST PJT 1407-122	0198632	610-61936-820	1,366.06
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		FREMONT ST RECONSTRUCTION PJT 1407-123	0198633	610-61936-820	1,298.43
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		NORTHSIDE WATERMAIN PJT 1407-131	0198634	610-61936-820	4,202.05
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		WELL 7 MODIFICATION PRELIINARY	0199292	610-61923-210	953.66
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		VEHICLE STORAGE GARAGE PJT 1407-130	0199293	610-61936-820	22,620.68
07/23	07/27/2023	95540	234	POSTMASTER		JULY 2023 UTILITY BILL POSTAGE	JULY 2023 U	610-61921-310	338.99
07/23	07/27/2023	95542	9716	WARBURTON, ALLYSON		RFND OVRPMT OF WATER BILL FOR 203 N PRAIRIE ST F	072523	610-46461-61	185.74
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-WI STATE H	FLUORIDE TESTING MAY 2023	JULY 2023	610-61630-310	217.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-NORTHERN	QUARTERLY DRINKING WATER TESTING	JULY 2023	610-61630-310	47.05
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-PAYNE & DO	WATER MAIN REPAIRS ON FLORENCE, FREMONT AND A	JULY 2023	610-61651-350	2,973.55
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-USABLUEB	REAGENT; IRON FERROVER SAMPLE PACKETS	JULY 2023	610-61652-350	330.76
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-USABLUEB	MECHANIC'S STETHOSCOPE	JULY 2023	610-61652-350	67.18
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-USABLUEB	DOORKNOB CARDS	JULY 2023	610-61652-350	174.57
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CORE & MAI	VALVES, VALVE REPAIR KITS	JULY 2023	610-61654-350	1,547.52
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-BADGER ME	ORION CELLULAR LTE SER UNIT/BEACON FIXED NETWO	JULY 2023	610-61903-361	550.51
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-BADGER ME	ORION CELLULAR LTE SER UNIT/BEACON FIXED NETWO	JULY 2023	610-61903-361	824.32
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-JOHNS	2023 AUDIT WORK - FINAL	JULY 2023	610-61923-210	2,546.25
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	UNIFORMS	JULY 2023	610-61935-118	131.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	SHOP TOWELS AND MATS	JULY 2023	610-61935-350	204.05
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CORE & MAI	HYDRANT (1)	JULY 2023	610-61936-810	4,506.19
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CORE & MAI	OMNI METER (1)	JULY 2023	610-61936-823	1,626.63
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MIDWEST M	3/4 M-25 METER BASE (42)	JULY 2023	610-61936-823	3,066.00
Total 610:									111,174.37
620									
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		WASTEWATER STORMWATER	JUNE 2023	620-62860-220	131.29
07/23	07/06/2023	95432	4196	QUADIENT LEASING USA INC		2Q23 FOLDER/STUFFER MACHINE LEASE	N9999191	620-62810-310	126.84
07/23	07/13/2023	95446	636	DIGGERS HOTLINE INC		PREPAID EMAIL FEES	230 6 39601	620-62830-354	98.67
07/23	07/13/2023	95452	133	FRAWLEY OIL CO INC		ANITWARE LUBE	JUNE 2023	620-62850-342	137.20
07/23	07/13/2023	95452	133	FRAWLEY OIL CO INC		MOBIL OIL	JUNE 2023	620-62850-357	266.00
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPIER LEASE	13106	620-62820-310	49.92
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	620-62820-310	46.37
07/23	07/13/2023	95458	217	JIM'S JANITORIAL SERVICE		GEN CLEANING 06/03, 06/17/23	14851	620-62860-245	300.00
07/23	07/20/2023	95487	636	DIGGERS HOTLINE INC		2023 2ND HALF PREPAYMENT	230 7 39601	620-62830-354	343.46
07/23	07/20/2023	95520	25	WE ENERGIES	PVXZT86648	Electric-0713499904-00042-Wastewater Plant	JUNE 2023	620-62840-222	11,228.31
07/23	07/20/2023	95520	25	WE ENERGIES	305347	Gas-0713499904-00004-Wastewater Plant	JUNE 2023	620-62840-223	648.22
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT703307	Electric-0713499904-00015-Park Crest Lift Station	JUNE 2023	620-62830-222	49.19

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT703134	Electric-0713499904-00019-Vanderlip Lift Station	JUNE 2023	620-62830-222	302.33
07/23	07/20/2023	95520	25	WE ENERGIES	PVXZT90576	Electric-0713499904-00023-Fremont Lift Station	JUNE 2023	620-62830-222	55.70
07/23	07/20/2023	95520	25	WE ENERGIES	1738585	Gas-0713499904-00029-Fremont Lift Station	JUNE 2023	620-62830-222	11.28
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT92285	Electric-0713499904-00033-Beach Lift Station	JUNE 2023	620-62830-222	70.32
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT703205	Electric-0713499904-00034-Fraternity Lift Station	JUNE 2023	620-62830-222	144.79
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT702130	Electric-0713499904-00049-Milwaukee St. lift	JUNE 2023	620-62830-222	32.84
07/23	07/20/2023	95520	25	WE ENERGIES	PBZT703352	Electric-0713499904-00051-Oak St. sludge	JUNE 2023	620-62830-222	27.27
07/23	07/20/2023	95520	25	WE ENERGIES	3082926	Gas-0713499904-00058-Park Crest Lift Station	JUNE 2023	620-62830-222	10.62
07/23	07/20/2023	95520	25	WE ENERGIES	1799408	Gas-0713499904-00088-Beach Lift Station	JUNE 2023	620-62840-223	11.12
07/23	07/20/2023	95520	25	WE ENERGIES	3028661	Gas-0713499904-00093-Fraternity Lift Station	JUNE 2023	620-62830-222	13.06
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		VANDERLIP PUMPING STATION PJT 1407-111	0198629	620-62810-820	711.08
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		E MAIN ST RECONSTRUCTION PJT 1407-120	0198631	620-62810-820	99.69
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		YODER LN RECONSTRUCTION PJT 1407-120	0198631	620-62810-820	99.96
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		ANN & FREMONT ST PJT 1407-122	0198632	620-62810-820	1,366.07
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		FREMONT ST RECONSTRUCTION PJT 1407-123	0198633	620-62810-820	1,298.43
07/23	07/27/2023	95540	234	POSTMASTER		JULY 2023 UTILITY BILL POSTAGE	JULY 2023 U	620-62810-310	338.99
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-JOHN	2023 AUDIT WORK - FINAL	JULY 2023	620-62810-219	2,546.25
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-WISCONSIN	WVWA ANNUAL CONFERENCE FEE OCTOBER 2023 - MA	JULY 2023	620-62820-154	220.00
07/23	07/28/2023	900189	8487	US BANK	SABRINA L OJBWAY-DOJ E	Code E Record Checks for DPW-Wastewater	JULY 2023	620-62820-310	7.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COMP	MULTI SIZE COPY PAPER	JULY 2023	620-62820-310	52.96
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMZN MKTP	OFFICE SUPPLIES	JULY 2023	620-62820-310	45.36
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMAZON W	AMAZON WEB SERVICES FOR COLLECTIONS JUNE 2023	JULY 2023	620-62830-295	7.48
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-WAL-MART	#223 REPAIR WORK SUPPLIES	JULY 2023	620-62830-355	8.46
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	UNIFORMS	JULY 2023	620-62840-118	280.39
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MCMAS	PLANT OP SUPPLIES	JULY 2023	620-62840-310	45.91
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-CINTAS CO	SHOP TOWELS AND MATS	JULY 2023	620-62840-310	252.35
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MENARDS.C	PLANT OP SUPPLIES	JULY 2023	620-62840-310	495.91
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-WAL-MART	PLANT SUPPLIES	JULY 2023	620-62840-310	6.98
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-OLSEN SAF	HI-VIZ T-SHIRTS	JULY 2023	620-62840-310	188.04
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MCMAS	SHOP SUPPLIES	JULY 2023	620-62840-310	8.22
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMAZON.C	LISLE 19702 DISPENSER W/LID AND CAP FOR OIL	JULY 2023	620-62840-310	46.84
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY REEL-AMZN MKT	EAR PLUGS	JULY 2023	620-62840-310	29.68
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY REEL-AMZN MKT	HEADSETS LI-ION BATTERIES	JULY 2023	620-62840-310	31.98
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY REEL-AMZN MKT	CASE OF BRAKLEEN	JULY 2023	620-62840-310	60.00
07/23	07/28/2023	900189	8487	US BANK	TIMOTHY REEL-AMAZON.C	#223 GEAR OIL GASKET MAKER	JULY 2023	620-62840-310	15.45
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AQUAFIX IN	DEFOAM 3000	JULY 2023	620-62840-341	580.46
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-BURTNESS	#221 OIL CHANGE	JULY 2023	620-62840-351	69.65
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-ALLIANCE G	LAB ANALYSIS OF CLOSED SYSTEM SAMPLE FOR HEATI	JULY 2023	620-62850-242	40.00
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MCMAS	PLANT EQUIPMENT REPAIRS	JULY 2023	620-62850-357	35.33

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMZN MKTP	ZIP TIES	JULY 2023	620-62850-357	45.98
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MCMMASTER	BLDG 800 CENTRIFUGE AIR COMPRESSOR MAINTENAN	JULY 2023	620-62850-357	72.81
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-MCMMASTER	BLDG 800 REPAIR AERATION BLOWERS	JULY 2023	620-62850-357	181.35
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMZN MKTP	APPROACH SLOWLY GATE EXIT SIGN	JULY 2023	620-62860-357	25.99
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-SMARTSIGN	ENTRANCE SIGN ON GATE	JULY 2023	620-62860-357	61.33
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-NORTHERN	2023 WASTEWATER TESTING	JULY 2023	620-62870-295	2,533.67
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-WAL-MART	LAB SUPPLIES	JULY 2023	620-62870-310	23.87
07/23	07/28/2023	900189	8487	US BANK	ALISON STOLL-AMZN MKTP	POLYPROPYLENE WIDE MOUTH REAGENT BOTTLES	JULY 2023	620-62870-310	140.65
Total 620:									26,179.37
630									
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		502 E CRAVATH	JUNE 2023	630-63440-350	4.32
07/23	07/06/2023	95432	4196	QUADIENT LEASING USA INC		2Q23 FOLDER/STUFFER MACHINE LEASE	N9999191	630-63300-310	63.42
07/23	07/13/2023	95446	636	DIGGERS HOTLINE INC		PREPAID EMAIL FEES	230 6 39601	630-63440-350	98.67
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	630-63300-310	12.01
07/23	07/13/2023	95467	9352	PHIL'S ELECTRIC DRAIN SVC L		CLAY ST TV SUMP LINE	254923	630-63440-295	195.00
07/23	07/20/2023	95487	636	DIGGERS HOTLINE INC		2023 2ND HALF PREPAYMENT	230 7 39601	630-63440-350	343.46
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		E MAIN ST RECONSTRUCTION PJT 1407-120	0198631	630-63440-820	99.68
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		YODER LN RECONSTRUCTION PJT 1407-120	0198631	630-63440-820	99.96
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		ANN & FREMONT ST PJT 1407-122	0198632	630-63440-820	1,366.06
07/23	07/27/2023	95538	358	STRAND ASSOCIATES INC		FREMONT ST RECONSTRUCTION PJT 1407-123	0198633	630-63440-820	1,298.42
07/23	07/27/2023	95540	234	POSTMASTER		JULY 2023 UTILITY BILL POSTAGE	JULY 2023 U	630-63300-310	169.49
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-JOHNS	2023 AUDIT WORK - FINAL	JULY 2023	630-63300-214	1,212.50
07/23	07/28/2023	900189	8487	US BANK	KATHRYN BOYD-AXLEY BR	DPW- Dalee land acquisition	JULY 2023	630-63440-820	34.50
Total 630:									4,997.49
900									
07/23	07/06/2023	95433	6643	REDEVELOPMENT RESOURCE		JUNE 2023 CDA EXECUTIVE DIR WORKS	1014	900-56500-215	2,712.00
07/23	07/13/2023	95456	8438	JAMES LEASING LLC		JUNE 2023 COPY CHARGE	13106	900-56500-310	11.87
07/23	07/20/2023	95513	6643	REDEVELOPMENT RESOURCE		MARCH 2023 ECON DEV DIRECTOR WORK	0992	900-56500-215	3,412.50
07/23	07/20/2023	95513	6643	REDEVELOPMENT RESOURCE		MAY 2023 ECON DEV DIR WORK	1006	900-56500-215	2,400.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-NEI-TU	2023 GENEVA LAKE VISITORS GUIDE AD	JULY 2023	900-56500-223	787.50
07/23	07/28/2023	900189	8487	US BANK	JOHN S WEIDL-SQ *ESPRES	CDA-ED meeting	JULY 2023	900-56500-310	6.00
07/23	07/28/2023	900189	8487	US BANK	KAREN DIETER-LINKEDIN J	CDA DIRECTOR AD	JULY 2023	900-56500-310	53.82
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-STERI	SHREDDING SVCS	JULY 2023	900-56500-310	19.75

GL Period	Check Issue Date	Check Number	Vendor Number	Payee	Notes	Description	Invoice Number	Invoice GL Account	Invoice Amount
Total 900:									9,403.44
920									
07/23	07/06/2023	95420	9234	BUCKINGHAM, DAN		JULY 2023 LAWN SERVICE	JULY 2023	920-56500-294	700.00
07/23	07/06/2023	95423	1	DEPT OF UTILITIES		1221 INNOVATION CTR	JUNE 2023	920-56500-221	547.82
07/23	07/06/2023	95437	25	WE ENERGIES		0713499904-00072-INNOVATION CNTR-ELECTRIC	JUNE 2023 I	920-56500-222	5,033.77
07/23	07/13/2023	95441	38	ALSCO		JUNE 2023 MAT SERVICE	JUNE 2023	920-56500-250	93.70
07/23	07/27/2023	95541	8	UW WHITEWATER		TOILET PAPER/SOFTENER SALT	JUNE 2023	920-56500-250	222.66
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-COVE	JUNE 2023 JANITORIAL SVCS- 1221 INNOVATION DR	JULY 2023	920-56500-246	1,888.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-ALLIAN	INNOVATION CNTR CLOSED SYSTEM LAB ANALYSIS	JULY 2023	920-56500-250	40.00
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-NEI-TU	2023 GENEVA LAKE VISITORS GUIDE AD	JULY 2023	920-56500-323	787.50
07/23	07/28/2023	900189	8487	US BANK	JEREMIAH THOMAS-IN *KR	JULY 2023 DIGITAL MARKETING SVCS	JULY 2023	920-56500-323	280.00
07/23	07/28/2023	900189	8487	US BANK	ELIZABETH L THELEN-MILW	PARKING FEE	JULY 2023	920-56500-330	13.00
Total 920:									9,606.45
Grand Totals:									518,368.68

Report Criteria:

Report type: GL detail

Check.Check number = 95413-95543,900189

CITY OF WHITEWATER
CASH/INVESTMENT - TOTAL FUND EQUITY
July 31, 2023

FUND NAME	FUND #	A	B	C	FUND EQUITY / A+B+C
		LIQUID-CASH / INVESTMENT BALANCES	FUND BALANCE less CASH	YTD NET INCOME / REV - (EXP)	
General Fund	100	4,604,802	(1,596,951.94)	1,354,409	4,362,259
Cable T.V.	200	48,990	(1,115.02)	1,115	48,990
27th Payroll	205	76,257	(408.67)	409	76,257
Parking Permit Fund	208	61,788	13,286.04	(13,286)	61,788
Fire/Rescue Equipment Revolving	210	1,724,656	(34,502.12)	13,238	1,703,392
Election Fund	214	20,479	(10,063.82)	10,064	20,479
DPW Equipment Revolving	215	107,383	138,950.01	(138,950)	107,383
Police Vehicle Revolving	216	28,088	(31,161.00)	31,161	28,088
Building Repair Fund	217	35,527	9,192.41	(9,192)	35,527
Library Special Revenue	220	476,617	(249,702.93)	232,141	459,055
Skate Park Fund	225	5,433	-	-	5,433
Solid Waste/Recycling	230	(44,465)	61,603.40	(61,603)	(44,465)
Ride-Share Grant Fund	235	55,845	37,517.59	(37,518)	55,845
Parkland Acquisition	240	54,961	(1,792.00)	1,792	54,961
Parkland Development	245	16,871	(3,958.09)	3,958	16,871
Field of Dreams	246	68,642	(11,910.91)	11,911	68,642
Aquatic Center	247	(70,987)	(354,040.94)	354,041	(70,987)
Park & Rec Special Revenue	248	(37,853)	69,541.77	(69,542)	(37,853)
Fire/EMS Department	249	121,958	(206,027.88)	219,215	135,145
Forestry Fund	250	13,526	2,275.25	(2,275)	13,526
Sick Leave Severence Fund	260	57,913	27,087.59	(27,088)	57,913
Insurance-SIR	271	139,031	5,595.62	(5,596)	139,031
Lakes Improvement Fund	272	475	-	-	475
Street Repair Revolving Fund	280	530,189	60,909.19	(65,749)	525,350
Police Dept-Trust Fund	295	71,510	11,987.88	(11,988)	71,510
Debt Service Fund	300	(5,801)	2,150.00	(2,150)	(5,801)
TID #4 Affordable Housing	441	2,026,353	50,009.00	(50,009)	2,026,353
TID #10	410	(16,153)	(2,795.40)	2,795	(16,153)
TID #11	411	8,069	(19,067.30)	19,067	8,069
TID #12	412	(22,635)	18,936.65	(18,937)	(22,635)
TID #13	413	(7,063)	(3,935.41)	3,935	(7,063)
TID #14	414	15,932	(26,930.24)	26,930	15,932
Capital Projects-LSP	450	688,267	(78,476.23)	6,160	615,951
Birge Fountain Restoration	452	10,626	(40.06)	40	10,626
Depot Restoration Project	459	31,368	-	-	31,368
Water Utility	610	2,383,476	9,014,744.25	(323,574)	11,074,646
Wastewater Utility	620	8,418,693	11,161,881.57	(459,558)	19,121,017
Stormwater Utility	630	546,604	3,950,932.60	(81,974)	4,415,563
Tax Collection	800	-	-	-	-
Rescue Squad Equip/Education	810	135,382	4,622.38	(4,622)	135,382
CDA Operating Fund	900	70,159	(12,732.35)	25,590	83,017
CDA Program Fund-Prelim.	910	1,227,942	5,947,961.07	56,860	7,232,763
Innovation Center-Operations	920	(30,554)	(54,535.48)	74,249	(10,841)
Total:		23,648,303	27,889,036	1,065,471	52,602,811

FIDUCIARY FUNDS	FUND #	A	B	C	FUND EQUITY / A+B+C
		LIQUID-CASH / INVESTMENT BALANCES	FUND BALANCE less CASH	YTD NET INCOME / REV - (EXP)	
Library Board Funds	220	309,524	-	-	309,524
Rock River Stormwater Group	820	104,570	(14,013.33)	14,013	104,570
Fire & Rescue	850	1,806,623	(4,364.85)	4,365	1,806,623
Total:		2,220,717	(18,378)	18,378	2,220,717

INVESTMENT DETAIL						
FUND	#	BANK	TYPE-CD#	FUND	AMOUNT	Jul-23 RATE
General	100-11300	Amer Dep Mgmt	PublicFund	General	1,243,084.69	5.09%
General	100-11301	LGIP	PublicFund	General	2,189,528.80	5.15%
Petty Cash	100-11150	On Hand	PublicFund	General	1,200.00	
Cable TV	200-11300	Amer Dep Mgmt	PublicFund	Cable TV	46,217.80	5.09%
27th Payroll	205-11300	Amer Dep Mgmt	PublicFund	27th Payroll	21,154.56	5.09%
Parking	208-11300	Amer Dep Mgmt	PublicFund	Pking Permit	27,815.75	5.09%
Fire/Rescue Equip.	210-11300	Amer Dep Mgmt	PublicFund	Fire Equip	53,999.34	5.09%
DPW Equip.	215-11300	Amer Dep Mgmt	PublicFund	DPW Equip	27,057.66	5.09%
Library Investments	220-11300	Amer Dep Mgmt	PublicFund	Library	32,861.25	5.09%
Forestry Fund	250-11300	Amer Dep Mgmt	PublicFund	Forestry	1,281.34	5.09%
Street Repairs	280-11300	Amer Dep Mgmt	PublicFund	Street Repair	409,127.59	5.09%
PD Crime Prevention	295-11103	1st Citizens	Crime Prev	PD Trust	18,454.67	0.05%
PD Donations	295-11104	1st Citizens	Donations	PD Trust	22,311.12	0.05%
PD Seizures-Spending	295-11111	1st Citizens	Seizures	PD Trust	11,936.26	0.05%
PD Seizures-Held	295-11110	1st Citizens	Seizures	PD Trust	1,452.65	0.05%
PD Evidence/Prop-Held	295-11120	1st Citizens	Evid-Found Prop	PD Trust	17,127.76	0.05%
PD Evidence/Prop-Spending	295-11121	1st Citizens	Evid-Found Prop	PD Trust	227.63	0.05%
Sub-Total By Fund	295				71,510.09	
CIP FUND 450	450-11300	Amer Dep Mgmt	PublicFund	CIP	125,135.79	5.09%
ARPA FUNDS 450	450-11405	LGIP	PublicFund	CIP	132,493.86	5.15%
Water Operating Reserve	610-13200	Amer Dep Mgmt	PublicFund	Water	497,266.28	5.09%
Water Debt Svc Reserve	610-13240	Amer Dep Mgmt	PublicFund	Water	221,162.79	5.09%
ARPA Funds 610	610-13250	LGIP	PublicFund	Water	732,866.11	5.09%
Sub-Total By Fund	610				1,451,295.18	
Sewer Operating Reserve	620-11300	Amer Dep Mgmt	PublicFund	Wastewater	1,021,648.13	5.09%
Sewer ERF Reserve	620-11320	Amer Dep Mgmt	PublicFund	Wastewater	1,450,589.53	5.09%
Sewer Debt Svc Reserve	620-11340	Amer Dep Mgmt	PublicFund	Wastewater	344,872.29	5.09%
Sewer Connection Fund	620-11350	Amer Dep Mgmt	PublicFund	Wastewater	329,948.81	5.09%
ARPA Funds 620	620-11360	LGIP	PublicFund	Wastewater	2,974,916.21	5.09%
Sub-Total By Fund	620				6,121,974.97	
Hospital Fund	810-11101	Premier	PublicFund	Hospital	4,957.59	0.00%
Hospital Fund	810-11301	LGIP	PublicFund	Hospital	32,734.14	5.15%
Hospital Fund	810-11300	Amer Dep Mgmt	PublicFund	Hospital	97,690.10	5.09%
Sub-Total By Fund	810				135,381.83	
Rock River Stormwater	820-11101	Assoc. Bank	Fund 820	Rock River	104,570.29	0.10%
Action	910-11800	1st Citizens	Fund 910	CDA	1,071,450.27	5.19%
CDBG Housing	910-11600	1st Citizens	Fund 910	CDA	14,162.98	5.19%
Façade	910-11702	1st Citizens	Fund 910	CDA	24,333.55	5.19%
Capital Catalyst	910-11900	Assoc. Bank	Fund 910	CDA	117,994.70	1.00%
Sub-Total By Fund	910				1,227,941.50	
Library Brd MMKT	220-11301	1st Citizens	Fund 220	Library Board	3,112.82	0.35%
Library Brd Invest	220-11500	Amer Dep Mgmt	Fund 220	Library Board	306,411.07	5.09%
Sub-Total By Fund	220				309,523.89	
Inn Ctr-Drouillard Trust	920-11300	Amer Dep Mgmt	PublicFund	Innovation Ctr	8,420.30	5.09%
				TOTAL	13,741,576.48	

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

GENERAL FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
100-11100 CASH	(554,359.14)	237,598.28	1,725,347.64	1,170,988.50
100-11150 PETTY CASH	1,350.00	.00	(150.00)	1,200.00
100-11300 INVESTMENTS	1,219,068.48	3,297.19	24,016.21	1,243,084.69
100-11301 LGIP-INVESTMENTS	2,002,664.17	24,787.48	186,864.63	2,189,528.80
100-12100 TAXES RECEIVABLE - CURRENT Y	5,756,853.00	.00	(4,199,251.01)	1,557,601.99
100-12300 TAXES RECEIVABLE/DELINQUENT	7,468.38	309.47	(1,575.10)	5,893.28
100-12400 DELINQUENT SPECIALS-A/R	5,909.32	.00	3,942.91	9,852.23
100-12623 SPECIAL ASSESSMENTS/SEWER	168,161.43	.00	.00	168,161.43
100-12624 SPECIAL ASSESSMENTS/WATER	9,021.12	.00	.00	9,021.12
100-12625 A/R - WEEDS	.00	192.50	192.50	192.50
100-12627 A/R - MISC	.00	(672.50)	.00	.00
100-13102 ACCOUNTS REC-WW SCHOOL DIST	.00	(32,848.66)	.00	.00
100-13106 ACCOUNTS RECEIVABLE-OTHER	95,409.21	.00	(95,379.21)	30.00
100-13108 A/R--FEMA-STATE-FEDERAL	4,652.50	.00	(4,652.50)	.00
100-13120 A/R--MOBILE HOMES	68,427.93	(5,078.33)	(41,458.31)	26,969.62
100-13122 A/R--TOTERS	925.00	525.00	2,275.00	3,200.00
100-13125 A/R--FALSE ALARMS	.00	250.00	250.00	250.00
100-13132 A/R--STREET LIGHTS	4,250.25	482.30	(2,171.26)	2,078.99
100-13150 A/R-TREASURER	20.00	.00	.00	20.00
100-13170 A/R--RE-INSPECTION FEES	250.00	(100.00)	1,750.00	2,000.00
100-13199 UNAPPLIED ACCOUNTS REC	(25.03)	.00	25.03	.00
100-13500 REC DESK RECEIVABLE	(2,739.08)	(1,909.22)	(5,216.96)	(7,956.04)
100-14100 ACCTS. REC.--OTHER	9,356.00	.00	(9,356.00)	.00
100-15205 DUE FROM FD 900 & 910 CDA	3,698.00	(430.00)	(3,368.00)	330.00
100-15210 DUE FROM FD 920 INNOVATION CTR	104,802.92	.00	(104,802.92)	.00
100-15240 DUE FROM FD 247 AQUATIC CTR	425,027.53	.00	(425,027.53)	.00
100-15300 DUE FROM FD 300 DEBT SERVICE	3,650.76	.00	(3,650.76)	.00
100-15410 DUE FROM TID 10,11,12,13,14	55,640.54	.00	(55,640.54)	.00
100-15601 DUE FROM FD 610 WATER UTILITY	(5,594.00)	.00	5,594.00	.00
100-15800 DUE FROM FD 800 TAX COLLECTION	35,944.11	.00	(35,944.11)	.00
100-15801 DUE FROM FD 800 TAX INTEREST	5,221.25	.00	(5,221.25)	.00
100-15803 DUE FROM FD 216 POLICE VEH	3,073.37	.00	(3,073.37)	.00
100-15807 DUE FROM FD 295 POLICE TRUST	220.61	.00	(220.61)	.00
100-16100 PREPAID HEALTH INSURANCE PREM	1,197.50	1,325.32	(4,251.84)	(3,054.34)
100-16500 PREPAID POSTAGE	543.86	150.00	344.80	888.66
100-16600 PREPAID FUEL	4,538.77	646.24	(7,787.19)	(3,248.42)
100-16700 PREPAID PROFESSIONAL SVCS	48,670.00	(5,442.50)	(31,423.75)	17,246.25
TOTAL ASSETS	9,483,298.76	223,082.57	(3,089,019.50)	6,394,279.26

LIABILITIES AND EQUITY

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

GENERAL FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>LIABILITIES</u>				
100-21100 ACCOUNTS PAYABLE	188,929.22	.00 (188,929.22)	.00
100-21106 WAGES CLEARING	185,688.12	.00 (185,688.12)	.00
100-21520 WIS RETIREMENT PAYABLE	77,780.56 (2,592.82)	6,187.75	83,968.31
100-21531 LIFE INSURANCE PAYABLE	10.21	8.57	8.32	18.53
100-21532 WORKERS COMP PAYABLE	31,495.84	8,254.30	7,739.73	39,235.57
100-21575 FLEXIBLE SPENDING-125-MEDICAL	35,161.22	2,952.44 (12,470.94)	22,690.28
100-21576 FLEX SPEND-125-DEPENDENT CARE	8,628.11	384.60 (2,114.60)	6,513.51
100-21585 DENTAL & VISION INS PAYABLE	1,789.08 (317.41)	996.97)	792.11
100-21620 PARK & REC SUNSHINE FUND	498.65	.00	.00	498.65
100-21660 DEPOSITS-STREET OPENING PERMIT	2,870.19 (2,020.19)	(2,220.19)	650.00
100-21680 DEPOSITS-FACILITY RENTALS	3,328.60	816.40	1,043.90	4,372.50
100-21690 MUNICIPAL COURT LIABILITY	(969.28)	(402.48)	7,728.22	6,758.94
100-23125 DOT- LICENSE RENEW PAYABLE	322.00	14.00 (155.00)	167.00
100-24213 SALES TAX DUE STATE	198.88	110.76	703.58	902.46
100-24310 DUE TO COUNTIES--TAXES	681.76	.00 (340.88)	340.88
100-25212 DUE TO FD 295 POLICE TRUST	5,000.00	14,605.30 (5,000.00)	.00
100-26100 ADVANCE INCOME	5,756,853.00	.00 (4,068,924.01)	1,687,928.99
100-26200 DEFERRED SPECIAL ASSESSMENTS	177,182.55	.00	.00	177,182.55
TOTAL LIABILITIES	6,475,448.71	21,813.47 (4,443,428.43)	2,032,020.28
<u>FUND EQUITY</u>				
100-34300 FUND BALANCE	3,007,850.05	.00	.00	3,007,850.05
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	201,269.10	1,354,408.93	1,354,408.93
BALANCE - CURRENT DATE	.00	201,269.10	1,354,408.93	1,354,408.93
TOTAL FUND EQUITY	3,007,850.05	201,269.10	1,354,408.93	4,362,258.98
TOTAL LIABILITIES AND EQUITY	9,483,298.76	223,082.57 (3,089,019.50)	6,394,279.26

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

WATER UTILITY FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
610-11100 CASH-COMBINED	959,907.54	30,799.44 (27,726.63)	932,180.91
610-11310 SOURCE OF SUPPLY - LAND	76,703.91	.00	.00	76,703.91
610-11311 STRUCTURES & IMPROVEMENTS	102,784.78	.00	.00	102,784.78
610-11314 WELLS	366,520.36	.00	.00	366,520.36
610-11316 SUPPLY MAINS	17,028.80	.00	.00	17,028.80
610-11321 PUMPING PLANT/STRUCTURES	97,601.74	.00	.00	97,601.74
610-11325 ELECTRIC PUMPING EQUIPMENT	97,696.89	.00	.00	97,696.89
610-11326 DIESEL PUMPING EQUIPMENT	51,850.78	.00	.00	51,850.78
610-11328 OTHER PUMPING EQUIPMENT	27,830.00	.00	.00	27,830.00
610-11331 WATER TREATMENT - STRUCTURES	155,594.35	.00	.00	155,594.35
610-11332 WATER TREATMENT - EQUIPMENT	273,081.91	.00	.00	273,081.91
610-11340 TRANSMISSION - LAND	897.98	.00	.00	897.98
610-11342 RESERVOIRS & STANDPIPES	2,983,139.90	.00	.00	2,983,139.90
610-11343 MAINS	9,943,792.89	.00	.00	9,943,792.89
610-11345 SERVICES	1,365,978.76	.00	.00	1,365,978.76
610-11346 METERS	893,398.84	.00	.00	893,398.84
610-11348 HYDRANTS	1,068,812.81	.00	.00	1,068,812.81
610-11389 GENERAL PLANT - LAND	146,904.44	.00	.00	146,904.44
610-11390 GENERAL PLANT - STRUCTURES	102,032.15	.00	.00	102,032.15
610-11392 TRANSPORTATION EQUIPMENT	234,388.48	.00	.00	234,388.48
610-11396 POWER OPERATED EQUIPMENT	431,706.23	.00	.00	431,706.23
610-11397 COMMUNICATION EQUIPMENT	9,348.00	.00	.00	9,348.00
610-11398 MISC EQUIPMENT	78,675.88	.00	.00	78,675.88
610-11399 COMPUTER EQUIPMENT	23,150.21	.00	.00	23,150.21
610-11400 SCADA EQUIPMENT	158,555.00	.00	.00	158,555.00
610-12313 CIAC-RESERVOIRS & STANDPIPES	435,134.00	.00	.00	435,134.00
610-12314 CIAC-WELLS	219,029.00	.00	.00	219,029.00
610-12321 CIAC-STRUCTURES/IMPROVEMENTS	405,058.00	.00	.00	405,058.00
610-12325 CIAC-ELECTRIC PUMPING EQUIP	298,014.15	.00	.00	298,014.15
610-12331 CIAC-TREATMENT STRUCTURES	215,280.00	.00	.00	215,280.00
610-12332 CIAC-TREATMENT EQUIPMENT	814,786.00	.00	.00	814,786.00
610-12343 CIAC-MAINS	3,931,252.09	.00	.00	3,931,252.09
610-12345 CIAC-SERVICES	781,565.20	.00	.00	781,565.20
610-12348 CIAC-HYDRANTS	495,873.00	.00	.00	495,873.00
610-12400 SPECIAL ASSESS RECEIVABLE	29,854.51	.00	.00	29,854.51
610-13120 CASH-CIP/CONSTRUCTION FUND	134,563.17	.00	.00	134,563.17
610-13121 CASH-OPERATING FUND	603,929.45	30,799.44 (27,726.63)	576,202.82
610-13122 CASH-OFFSET	(959,907.54)	(30,799.44)	27,726.63 ((932,180.91)
610-13125 CASH-DEBT SVC RESERVE	221,414.92	.00	.00	221,414.92
610-13200 INVEST-OPERATING FUND	487,659.20	1,318.96	9,607.08	497,266.28
610-13240 INVEST-DEBT SVC RESERVE	216,889.96	586.62	4,272.83	221,162.79
610-13250 LGIP INVESTMENT	1,232,866.11	.00 (500,000.00)	732,866.11
610-14200 CUSTOMER ACCOUNTS RECEIVABLE	188,229.46	74,649.01	149,149.65	337,379.11
610-14250 ACCOUNTS REC.-MISC/SERVICE	248,925.54	(8,182.71)	(248,925.54)	.00
610-15000 INVENTORY	22,500.00	.00	.00	22,500.00
610-15500 CONST WORK IN PROGRESS	21,150.43	.00	.00	21,150.43
610-17100 INTEREST RECEIVABLE	726.75	.00	.00	726.75
610-19000 GASB 68-WRS NET PENSION ASSETS	194,345.16	.00	.00	194,345.16
610-19021 GASB 68-WRS DOR	379,741.19	.00	.00	379,741.19
610-19200 SHORT TERM LEASE RECEIVABLE	25,404.32	.00	.00	25,404.32
610-19250 LONG TERM LEASE RECEIVABLE	8,020.01	.00	.00	8,020.01
610-19500 ACCUM PROV/DEPR/UTILITY PLT	(5,832,140.60)	.00	.00	(5,832,140.60)
610-19501 ACCUM DEPR-CIAC-PRE 1/1/03	(2,128,078.64)	.00	.00	(2,128,078.64)
610-19502 ACCUM DEPR-CIAC-AFTER 1/1/03	(635,567.86)	.00	.00	(635,567.86)

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

WATER UTILITY FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
TOTAL ASSETS	21,723,899.61	99,171.32	(613,622.61)	21,110,277.00
<u>LIABILITIES AND EQUITY</u>				
<u>LIABILITIES</u>				
610-21100 ACCOUNTS PAYABLE	295,086.93	.00	(263,473.36)	31,613.57
610-23110 2014 GO-4.2M-3.00%	265,000.00	.00	.00	265,000.00
610-23121 2018 GO CORP PURP BD 6.54M	1,545,000.00	.00	.00	1,545,000.00
610-23122 2020 GO CORP 10YR-313K	219,100.00	.00	.00	219,100.00
610-23124 2020 GO CORP 5.195M-1.73M	1,595,000.00	.00	.00	1,595,000.00
610-23125 2022B WATER/SEWER REV BD 8.19M	4,625,000.00	.00	.00	4,625,000.00
610-23126 2022 LOAN FROM FUND 910	851,866.00	.00	.00	851,866.00
610-23200 WAGES CLEARING	18,355.06	.00	(18,355.06)	.00
610-23700 ACCRUED INTEREST PAYABLE	128,480.22	.00	.00	128,480.22
610-23800 ACCRUED VACATION	3,889.39	.00	.00	3,889.39
610-23810 ACCRUED SICK LEAVE	21,933.22	.00	.00	21,933.22
610-24530 DUE TO GENERAL FUND	(5,594.00)	.00	5,594.00	.00
610-25300 OTHER DEFERRED CREDITS	50,991.92	(50,991.92)	(50,991.92)	.00
610-26200 DEFERRED SA-UNTIL DEVELOPMENT	29,854.51	.00	.00	29,854.51
610-29000 PREMIUM ON DEBT	236,209.70	(13,813.85)	(13,813.85)	222,395.85
610-29011 GASB 68-WRS DIR	457,664.82	.00	.00	457,664.82
610-29500 DEF INFLOW OF RESOURCES LEASES	38,833.42	.00	.00	38,833.42
TOTAL LIABILITIES	10,376,671.19	(64,805.77)	(341,040.19)	10,035,631.00
<u>FUND EQUITY</u>				
610-39160 UNAPPROP EARNED SURPLUS	9,289,431.55	50,991.92	50,991.92	9,340,423.47
610-39165 PSC UNAPPROP EARNED SURPLUS	59,200.00	.00	.00	59,200.00
610-39170 CAPITAL CONTRIB BY CITY-FBAL	1,998,596.87	.00	.00	1,998,596.87
UNAPPROPRIATED FUND BALANCE:				
REVENUE OVER EXPENDITURES - YTD	.00	112,985.17	(323,574.34)	(323,574.34)
BALANCE - CURRENT DATE	.00	112,985.17	(323,574.34)	(323,574.34)
TOTAL FUND EQUITY	11,347,228.42	163,977.09	(272,582.42)	11,074,646.00
TOTAL LIABILITIES AND EQUITY	21,723,899.61	99,171.32	(613,622.61)	21,110,277.00

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

WASTEWATER UTILITY

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
620-11100 CASH-COMBINED CASH	864,898.20	218,768.60	1,431,819.70	2,296,717.90
620-11120 CASH-ERF-EQUIP REPLACE FUND	802,847.51	.00	.00	802,847.51
620-11150 CASH-CONNECTION FUND	40,128.00	.00	.00	40,128.00
620-11151 CASH-OPERATING FUND	21,922.69	218,768.60	1,431,819.70	1,453,742.39
620-11152 CASH-OFFSET	(864,898.20)	(218,768.60)	(1,431,819.70)	(2,296,717.90)
620-11300 INVEST-OPERATING FUND	1,001,910.08	2,709.84	19,738.05	1,021,648.13
620-11320 INVEST-ERF-SEWER EQUIP REPLACE	1,422,564.43	3,847.58	28,025.10	1,450,589.53
620-11340 INVEST-DEBT SVC RESERVE	338,209.42	914.75	6,662.87	344,872.29
620-11350 INVEST-CONNECTION FUND	323,574.26	875.16	6,374.55	329,948.81
620-11360 INVEST-LGIP	4,974,916.21	.00	(2,000,000.00)	2,974,916.21
620-14200 CUSTOMER ACCTS RECEIVABLES	373,298.16	(10,419.53)	(39,293.11)	334,005.05
620-14210 SPECIAL ASSESSMENTS REC	78,768.84	.00	.00	78,768.84
620-15510 INTERCEPTOR MAINS	2,790,483.75	.00	.00	2,790,483.75
620-15511 STRUCTURES//IMPROVEMENTS	13,177,661.05	.00	.00	13,177,661.05
620-15512 PRELIMINARY TREATMENT EQUIP	2,641,890.01	.00	.00	2,641,890.01
620-15513 PRIMARY TREATMENT EQUIPMENT	759,906.02	.00	.00	759,906.02
620-15514 SECONDARY TREATMENT EQUIP	11,643,793.40	.00	.00	11,643,793.40
620-15515 ADVANCED TREATMENT EQUIP	1,862,640.38	.00	.00	1,862,640.38
620-15517 SLUDGE TRTMT/DISPOSAL EQUIP	5,216,676.41	.00	.00	5,216,676.41
620-15518 PLANT SITE PIPING	1,953,827.53	.00	.00	1,953,827.53
620-15519 FLOW METR/MONITOR EQUIP	155,894.40	.00	.00	155,894.40
620-15520 OUTFALL SEWER PIPES	232,935.89	.00	.00	232,935.89
620-15521 LAND	4,498,925.40	.00	.00	4,498,925.40
620-15522 FORCE SEWER MAINS	315,538.00	.00	.00	315,538.00
620-15523 COLLECTING SEWERS	12,876,106.19	.00	.00	12,876,106.19
620-15524 AERATION BASINS	148,434.16	.00	.00	148,434.16
620-15525 LIFT STATIONS	1,084,080.35	.00	.00	1,084,080.35
620-15526 OFFICE FURNITURE/EQUIPMENT	118,533.02	.00	.00	118,533.02
620-15527 TRANSPORTATION EQUIPMENT	438,713.71	.00	.00	438,713.71
620-15528 OTHER GENERAL EQUIPMENT	756,675.67	.00	.00	756,675.67
620-15531 COMPUTER EQUIPMENT	17,149.23	.00	.00	17,149.23
620-15532 STRUCTURES AND IMPROVEMENTS	509,541.85	.00	.00	509,541.85
620-15550 CONSTRUCTION WORK IN PROG	180,202.54	.00	.00	180,202.54
620-16100 ACCUM PROV FOR DEPRECIATION	(25,116,997.17)	.00	.00	(25,116,997.17)
620-19000 GASB 68-WRS NET PENSION ASSETS	240,450.86	.00	.00	240,450.86
620-19021 GASB 68-WRS DOR	469,828.65	.00	.00	469,828.65
TOTAL ASSETS	46,351,030.90	216,696.40	(546,672.84)	45,804,358.06

LIABILITIES AND EQUITY

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

WASTEWATER UTILITY

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>LIABILITIES</u>				
620-21010 ACCRUED INTEREST PAYABLE	162,884.65	.00	.00	162,884.65
620-21020 ACCRUED VACATION	3,791.38	.00	.00	3,791.38
620-21030 ACCRUED SICK LEAVE	56,311.21	.00	.00	56,311.21
620-21100 ACCOUNTS PAYABLE	72,927.13	.00 (53,771.50)	19,155.63
620-21106 WAGES CLEARING	22,131.55	.00 (22,131.55)	.00
620-21305 CWF 4558-2 PLANT IMP-2.1%	16,557,425.74	.00	.00	16,557,425.74
620-21310 CWF LOAN 4558-03	1,223,997.75	.00	.00	1,223,997.75
620-21320 CWF 4558-04 BIO-GAS BOILER	324,104.79	.00	.00	324,104.79
620-21360 2014 GO-4.280M-3.00%	110,000.00	.00	.00	110,000.00
620-21371 2018 GO CORP PURP BD 6.54M	1,215,000.00	.00	.00	1,215,000.00
620-21372 2020 GO CORP 10YR 133.5K	90,900.00	.00	.00	90,900.00
620-21374 2020 GO CORP 5.195M-1.795M WW	1,655,000.00	.00	.00	1,655,000.00
620-21375 2022B WATER/SEWER REV BD 8.19M	3,565,000.00	.00	.00	3,565,000.00
620-26200 DEFERRED SA-UNTIL DEVELOPMENT	78,768.84	.00	.00	78,768.84
620-26730 OTHER DEFERRED REVENUE	873,019.71	.00	.00	873,019.71
620-29000 PREMIUM ON DEBT	192,954.81	(11,212.20)	(11,212.20)	181,742.61
620-29011 GASB 68-WRS DIR	566,238.90	.00	.00	566,238.90
TOTAL LIABILITIES	26,770,456.46	(11,212.20)	(87,115.25)	26,683,341.21
<u>FUND EQUITY</u>				
620-34300 SURPLUS/FUND BALANCE	9,117,368.93	.00	.00	9,117,368.93
620-34310 EPA GRANT CONTRIBUTION-FBAL	7,092,068.43	.00	.00	7,092,068.43
620-34320 CAPITAL CONTRIB BY CITY-FBAL	1,508,238.25	.00	.00	1,508,238.25
620-34340 CONSTRUCTION AID CONTRIBS-FBAL	1,862,898.83	.00	.00	1,862,898.83
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	227,908.60	(459,557.59)	(459,557.59)
BALANCE - CURRENT DATE	.00	227,908.60	(459,557.59)	(459,557.59)
TOTAL FUND EQUITY	19,580,574.44	227,908.60	(459,557.59)	19,121,016.85
TOTAL LIABILITIES AND EQUITY	46,351,030.90	216,696.40	(546,672.84)	45,804,358.06

**CITY OF WHITEWATER
BALANCE SHEET
JULY 31, 2023**

STORMWATER UTILITY FUND

	BEGINNING BALANCE	ACTUAL THIS MONTH	ACTUAL THIS YEAR	ENDING BALANCE
<u>ASSETS</u>				
630-11100 CASH-COMBINED	642,969.65	18,659.70 (96,366.08)	546,603.57
630-14200 CUSTOMER ACCOUNTS RECEIVABLE	50,284.89 (767.89)	(2,294.32)	47,990.57
630-15100 STORMWATER FIXED ASSETS	7,107,356.48	.00	.00	7,107,356.48
630-15150 MISC EQUIPMENT	294,998.00	.00	.00	294,998.00
630-15500 CONST WORK IN PROGRESS	13,281.07	.00	.00	13,281.07
630-19000 GASB 68-WRS NET PENSION ASSETS	83,820.34	.00	.00	83,820.34
630-19021 GASB 68-WRS DOR	163,779.06	.00	.00	163,779.06
630-19500 ACCUM PROV/DEPR/STORMWATER	(928,141.26)	.00	.00	(928,141.26)
TOTAL ASSETS	7,428,348.23	17,891.81 (98,660.40)	7,329,687.83
<u>LIABILITIES AND EQUITY</u>				
<u>LIABILITIES</u>				
630-21100 ACCOUNTS PAYABLE	13,228.07	.00 (5,263.84)	7,964.23
630-22100 2012 GO NOTE-227K-2.58%	270,000.00	.00	.00	270,000.00
630-22200 2014 GO-4.280M-2.36%	470,000.00	.00	.00	470,000.00
630-22301 2018 GO CORP PURP BD 6.54M	664,996.80	.00	.00	664,996.80
630-22302 2020 GO CORP 5.195M-220K ST	200,000.00	.00	.00	200,000.00
630-22303 2022 A SERIES BOND - 965K	965,000.00	.00	.00	965,000.00
630-23200 WAGES CLEARING	7,556.77	.00 (7,556.77)	.00
630-23700 ACCRUED INTEREST PAYABLE	43,897.64	.00	.00	43,897.64
630-23800 ACCRUED VACATION	1,966.16	.00	.00	1,966.16
630-23810 ACCRUED SICK LEAVE	30,156.57	.00	.00	30,156.57
630-29000 PREMIUM ON DEBT	66,623.48 (3,866.13)	(3,866.13)	62,757.35
630-29011 GASB 68-WRS DIR	197,386.57	.00	.00	197,386.57
TOTAL LIABILITIES	2,930,812.06 (3,866.13)	(16,686.74)	2,914,125.32
<u>FUND EQUITY</u>				
630-39160 SURPLUS/FUND BALANCE	2,301,249.41	.00	.00	2,301,249.41
630-39170 CAPITAL CONTRIB BY CITY-FBAL	1,726,849.73	.00	.00	1,726,849.73
630-39180 CONSTRUCTION AID CONTRIBS-FBAL	469,437.03	.00	.00	469,437.03
UNAPPROPRIATED FUND BALANCE: REVENUE OVER EXPENDITURES - YTD	.00	21,757.94 (81,973.66)	(81,973.66)
BALANCE - CURRENT DATE	.00	21,757.94 (81,973.66)	(81,973.66)
TOTAL FUND EQUITY	4,497,536.17	21,757.94 (81,973.66)	4,415,562.51
TOTAL LIABILITIES AND EQUITY	7,428,348.23	17,891.81 (98,660.40)	7,329,687.83

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>TAXES</u>						
100-41110-00	LOCAL TAX LEVY	.00	4,068,924.01	4,499,748.00	430,823.99	90.4
100-41111-00	DEBT SERVICE TAX LEVY	.00	.00	1,257,105.00	1,257,105.00	.0
100-41113-00	RESCINDED TAXES-REAL ESTATE	186.45	2,625.18	.00	(2,625.18)	.0
100-41114-00	USE VALUE PENALTY	.00	.00	500.00	500.00	.0
100-41140-00	MOBILE HOME FEES	624.00	(20,191.23)	25,000.00	45,191.23	(80.8)
100-41210-00	ROOM TAX-GROSS AMOUNT	58,043.94	98,827.18	190,000.00	91,172.82	52.0
100-41320-00	IN LIEU-UNIV GARDEN & WW MANOR	.00	27,819.80	27,733.00	(86.80)	100.3
100-41800-00	INTEREST ON TAXES	.00	24,481.81	650.00	(23,831.81)	3766.4
	TOTAL TAXES	58,854.39	4,202,486.75	6,000,736.00	1,798,249.25	70.0
<u>SPECIAL ASSESSMENTS</u>						
100-42400-53	SNOW REMOVAL	.00	.00	500.00	500.00	.0
100-42500-53	FAILURE TO MOW FINES	275.00	275.00	.00	(275.00)	.0
	TOTAL SPECIAL ASSESSMENTS	275.00	275.00	500.00	225.00	55.0
<u>INTERGOVERNMENTAL REVENUE</u>						
100-43344-00	EXPENDITURE RESTRAINT PROGM	.00	.00	53,306.13	53,306.13	.0
100-43410-00	SHARED REVENUE-UTILITY	.00	.00	396,240.92	396,240.92	.0
100-43420-00	SHARED REVENUE-BASE	535,131.05	535,131.05	2,836,843.88	2,301,712.83	18.9
100-43507-52	POLICE-MISC SAFETY GRANTS	10.00	10.00	500.00	490.00	2.0
100-43520-52	LAW ENFORCEMENT TRNG	.00	8,102.64	.00	(8,102.64)	.0
100-43530-53	TRANSPORTATION AIDS	143,021.65	429,064.95	572,015.61	142,950.66	75.0
100-43540-52	UNIVERSITY-LEASE-PARKING	.00	.00	45,000.00	45,000.00	.0
100-43550-52	MOU-DISPATCH SERVICE	.00	185,287.00	179,292.00	(5,995.00)	103.3
100-43610-52	PMS-PAYMENT FOR MUNICIPAL SVCS	.00	192,781.26	205,881.28	13,100.02	93.6
100-43670-60	EXEMPT COMPUTER AID-FR STATE	16,330.36	16,330.36	5,845.64	(10,484.72)	279.4
100-43670-61	PERSONAL PROPERTY AID	.00	43,214.42	35,655.63	(7,558.79)	121.2
100-43745-52	WUSD-JUVENILE OFFICIER	.00	65,211.45	64,500.00	(711.45)	101.1
100-43760-00	WEIGHTS & MEASURES RECOVERY	.00	.00	2,800.00	2,800.00	.0
100-43765-00	REIMB-HIST SOC-DEPOT-EL/GAS	.00	2,028.64	1,575.00	(453.64)	128.8
100-43767-52	REIMB-BADGERNET-FORT ATKINSON	.00	2,480.00	2,480.00	.00	100.0
	TOTAL INTERGOVERNMENTAL REVENUE	694,493.06	1,479,641.77	4,401,936.09	2,922,294.32	33.6

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>LICENSES & PERMITS</u>					
100-44110-51	LIQUOR & BEER	2,423.00	18,733.00	16,100.00 (2,633.00)	116.4
100-44120-51	CIGARETTE	.00	1,300.00	1,200.00 (100.00)	108.3
100-44122-51	BEVERAGE OPERATORS	264.00	2,337.00	3,600.00 1,263.00	64.9
100-44200-51	MISC. LICENSES	198.00	2,697.77	2,000.00 (697.77)	134.9
100-44300-53	BLDG/ZONING PERMITS	11,565.78	83,907.82	34,725.00 (49,182.82)	241.6
100-44310-53	ELECTRICAL PERMITS	2,667.43	6,704.23	5,550.00 (1,154.23)	120.8
100-44320-53	PLUMBING PERMITS	4,716.13	5,926.75	5,775.00 (151.75)	102.6
100-44330-53	HVAC PERMITS	2,373.43	4,190.86	3,225.00 (965.86)	130.0
100-44340-53	STREET OPENING PERMITS	50.00	100.00	200.00 100.00	50.0
100-44350-53	SIGN PERMITS	.00	495.00	1,200.00 705.00	41.3
100-44900-51	MISC PERMITS	95.00	490.00	400.00 (90.00)	122.5
	TOTAL LICENSES & PERMITS	24,352.77	126,882.43	73,975.00 (52,907.43)	171.5
<u>FINES & FORFEITURES</u>					
100-45110-52	ORDINANCE VIOLATIONS	13,707.57	111,217.52	216,600.00 105,382.48	51.4
100-45113-52	MISC COURT RESEARCH FEE	.00	150.00	200.00 50.00	75.0
100-45114-52	VIOLATIONS PAID-OTHER AGENCIES	(300.00)	500.00	.00 (500.00)	.0
100-45130-52	PARKING VIOLATIONS	2,856.59	34,860.83	115,100.00 80,239.17	30.3
100-45135-53	REFUSE/RECYCLING TOTER FINES	1,575.00	7,175.00	3,000.00 (4,175.00)	239.2
100-45145-53	RE-INSPECTION FINES	(100.00)	2,550.00	1,000.00 (1,550.00)	255.0
	TOTAL FINES & FORFEITURES	17,739.16	156,453.35	335,900.00 179,446.65	46.6
<u>PUBLIC CHARGES FOR SERVICE</u>					
100-46120-51	TREASURER	340.00	2,745.00	4,300.00 1,555.00	63.8
100-46210-52	POLICE-DISPATCH-MOU-UNIV	.00	25,575.80	55,611.14 30,035.34	46.0
100-46220-52	FALSE ALARM FINES	350.00	1,000.00	1,800.00 800.00	55.6
100-46310-53	DPW MISC REVENUE	2,078.99	15,219.48	27,600.00 12,380.52	55.1
100-46311-53	SALE OF MATERIALS	1.00	1.00	.00 (1.00)	.0
100-46312-51	MISC DEPT EARNINGS	.00	.00	1,300.00 1,300.00	.0
100-46320-53	SAND & SALT CHARGES	.00	.00	4,700.00 4,700.00	.0
100-46350-51	CITY PLANNER-SERVICES	.00	168.75	800.00 631.25	21.1
100-46743-51	FACILITY RENTALS	2,331.42	15,382.81	10,700.00 (4,682.81)	143.8
100-46746-55	SPECIAL EVENT FEES	25.00	25.00	100.00 75.00	25.0
	TOTAL PUBLIC CHARGES FOR SERVICE	5,126.41	60,117.84	106,911.14 46,793.30	56.2

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MISCELLANEOUS REVENUE</u>					
100-48100-00	INTEREST INCOME	67,915.85	472,135.29	49,533.18 (422,602.11)	953.2
100-48200-00	LONG TERM RENTALS	400.00	2,800.00	4,800.00 2,000.00	58.3
100-48220-55	DEPOSITS-FORFEITED	.00	50.00	.00 (50.00)	.0
100-48400-00	INS./FEMA / CLAIM RECOVERY	.00	1,312.75	.00 (1,312.75)	.0
100-48410-00	WORKERS COMP-RETURN PREMIUM	.00	13,514.00	.00 (13,514.00)	.0
100-48415-00	RESTITUTION-DAMAGES	2,312.14	4,106.00	2,000.00 (2,106.00)	205.3
100-48420-00	INSURANCE DIVIDEND	.00	51,535.00	12,137.00 (39,398.00)	424.6
100-48425-00	WORKERS COMP-REIMBURSEMENT	18,779.00	18,779.00	.00 (18,779.00)	.0
100-48535-00	P CARD REBATE REVENUE	.00	14,096.75	31,500.00 17,403.25	44.8
100-48546-55	MISC GRANT INCOME	.00	80,043.01	53,500.00 (26,543.01)	149.6
100-48600-00	MISC REVENUE-NON RECURRING	34.57	34.57	3,600.00 3,565.43	1.0
100-48700-00	WATER UTILITY TAXES	.00	353,500.00	353,500.00 .00	100.0
	TOTAL MISCELLANEOUS REVENUE	89,441.56	1,011,906.37	510,570.18 (501,336.19)	198.2
<u>OTHER FINANCING SOURCES</u>					
100-49260-00	TRANSFER FROM 610 WATER	.00	8,500.00	8,100.00 (400.00)	104.9
100-49261-00	TRANSFER FROM 620 WASTEWATER	.00	12,500.00	12,500.00 .00	100.0
100-49265-00	TRANSFER FROM 630 STORMWATER	.00	8,500.00	8,500.00 .00	100.0
100-49266-00	GIS TRANSFER-UTILITIES	.00	18,974.00	15,000.00 (3,974.00)	126.5
100-49267-00	TRANSFER FROM 208 PARKING	.00	35,350.00	35,350.00 .00	100.0
100-49290-00	TRANSFER IN FROM OTHER FUNDS	.00	.00	1,000.00 1,000.00	.0
100-49300-00	FUND BALANCE APPLIED	.00	.00	151,758.70 151,758.70	.0
	TOTAL OTHER FINANCING SOURCES	.00	83,824.00	232,208.70 148,384.70	36.1
	TOTAL FUND REVENUE	890,282.35	7,121,587.51	11,662,737.11 4,541,149.60	61.1

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>LEGISLATIVE</u>					
100-51100-111 SALARIES/PERMANENT	923.08	14,210.69	22,486.46	8,275.77	63.2
100-51100-112 OVERTIME	.00	42.37	.00	(42.37)	.0
100-51100-114 WAGES/PART-TIME/PERMANENT	2,100.00	14,250.00	25,200.00	10,950.00	56.6
100-51100-117 LONGEVITY PAY	.00	.00	200.00	200.00	.0
100-51100-150 MEDICARE TAX/CITY SHARE	42.60	437.50	708.27	270.77	61.8
100-51100-151 SOCIAL SECURITY/CITY SHARE	181.84	1,868.59	3,028.48	1,159.89	61.7
100-51100-152 RETIREMENT	62.76	583.82	1,542.68	958.86	37.8
100-51100-153 HEALTH INSURANCE	265.10	1,810.60	4,141.22	2,330.62	43.7
100-51100-154 HSA-HRA CONTRIBUTIONS	.00	.00	500.00	500.00	.0
100-51100-155 WORKERS COMPENSATION	3.40	36.72	80.50	43.78	45.6
100-51100-156 LIFE INSURANCE	.17	5.12	28.52	23.40	18.0
100-51100-218 PROFESSIONAL SERV/CONSULTING	.00	2,090.00	1,010.00	(1,080.00)	206.9
100-51100-295 CODIFICATION OF ORDINANCES	2,567.31	3,652.31	2,020.00	(1,632.31)	180.8
100-51100-320 PUBLICATION-MINUTES	.00	10,460.22	6,565.00	(3,895.22)	159.3
100-51100-715 TOURISM COMMITTEE-ROOM TAX	.00	28,544.77	133,000.00	104,455.23	21.5
100-51100-720 DOWNTOWN WHITEWATER GRANT	.00	12,500.00	25,000.00	12,500.00	50.0
TOTAL LEGISLATIVE	6,146.26	90,492.71	225,511.13	135,018.42	40.1
<u>CONTINGENCIES</u>					
100-51110-910 COST REALLOCATIONS	5,212.09	168,079.67	151,758.70	(16,320.97)	110.8
TOTAL CONTINGENCIES	5,212.09	168,079.67	151,758.70	(16,320.97)	110.8
<u>COURT</u>					
100-51200-111 SALARIES/PERMANENT	4,297.26	30,471.90	54,280.70	23,808.80	56.1
100-51200-112 BALIFF WAGES & OVERTIME	162.50	931.25	2,500.00	1,568.75	37.3
100-51200-150 MEDICARE TAX/CITY SHARE	63.41	474.57	823.32	348.75	57.6
100-51200-151 SOCIAL SECURITY/CITY SHARE	271.13	2,029.26	3,520.40	1,491.14	57.6
100-51200-152 RETIREMENT	181.91	1,376.28	2,185.35	809.07	63.0
100-51200-153 HEALTH INSURANCE	.00	37.20	.00	(37.20)	.0
100-51200-155 WORKERS COMPENSATION	4.90	39.89	95.86	55.97	41.6
100-51200-156 LIFE INSURANCE	1.54	10.33	10.44	.11	99.0
100-51200-211 PROFESSIONAL DEVELOPMENT	.00	700.00	505.00	(195.00)	138.6
100-51200-214 FINANCIAL/BONDING SERVICES	.00	100.00	101.00	1.00	99.0
100-51200-219 OTHER PROFESSIONAL SERVICES	90.00	600.00	606.00	6.00	99.0
100-51200-224 SOFTWARE/HARDWARE MAINTENANCE	69.18	10,793.57	14,309.18	3,515.61	75.4
100-51200-225 TELECOM/INTERNET/COMMUNICATION	679.50	1,483.14	1,717.98	234.84	86.3
100-51200-293 PRISONER CONFINEMENT	10.00	450.00	252.50	(197.50)	178.2
100-51200-295 MISC CONTRACTUAL SERVICES	(159.99)	.00	.00	.00	.0
100-51200-310 OFFICE & OPERATING SUPPLIES	58.61	891.96	2,020.00	1,128.04	44.2
100-51200-320 SUBSCRIPTIONS/DUES	.00	45.00	1,010.00	965.00	4.5
100-51200-330 TRAVEL EXPENSES	.00	.00	606.00	606.00	.0
TOTAL COURT	5,729.95	50,434.35	84,543.73	34,109.38	59.7

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>LEGAL</u>					
100-51300-166	.00	1,026.48	2,350.00	1,323.52	43.7
100-51300-212	3,489.16	19,670.06	41,177.40	21,507.34	47.8
100-51300-214	2,699.17	14,463.10	31,063.65	16,600.55	46.6
TOTAL LEGAL	6,188.33	35,159.64	74,591.05	39,431.41	47.1
<u>GENERAL ADMINISTRATION</u>					
100-51400-111	15,634.97	108,409.80	224,045.47	115,635.67	48.4
100-51400-112	.00	169.50	.00	(169.50)	.0
100-51400-115	.00	1,825.00	.00	(1,825.00)	.0
100-51400-117	.00	500.00	.00	(500.00)	.0
100-51400-119	.00	.00	1,360.00	1,360.00	.0
100-51400-150	223.54	1,704.94	3,324.06	1,619.12	51.3
100-51400-151	955.94	7,290.78	14,213.22	6,922.44	51.3
100-51400-152	1,046.07	7,713.20	15,327.57	7,614.37	50.3
100-51400-153	1,281.41	15,433.28	48,522.48	33,089.20	31.8
100-51400-154	.00	2,031.06	6,200.00	4,168.94	32.8
100-51400-155	16.95	143.05	378.23	235.18	37.8
100-51400-156	6.21	61.39	202.98	141.59	30.2
100-51400-211	48.71	1,686.71	4,040.00	2,353.29	41.8
100-51400-217	845.77	10,019.27	6,565.00	(3,454.27)	152.6
100-51400-219	(268.27)	31,600.00	42,925.00	11,325.00	73.6
100-51400-224	1,082.28	4,921.91	5,147.02	225.11	95.6
100-51400-225	558.66	1,516.12	2,841.42	1,325.30	53.4
100-51400-310	4,020.36	15,377.53	14,645.00	(732.53)	105.0
100-51400-320	95.00	725.00	11,110.00	10,385.00	6.5
100-51400-325	.00	195.00	555.50	360.50	35.1
100-51400-330	859.72	866.92	1,515.00	648.08	57.2
100-51400-335	.00	.00	1,010.00	1,010.00	.0
100-51400-790	1,066.00	4,123.69	2,020.00	(2,103.69)	204.1
TOTAL GENERAL ADMINISTRATION	27,473.32	216,314.15	405,947.95	189,633.80	53.3

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INFORMATION TECHNOLOGY</u>					
100-51450-111 SALARIES/PERMANENT	3,677.92	25,745.44	61,359.48	35,614.04	42.0
100-51450-150 MEDICARE TAX/CITY SHARE	49.90	374.40	889.71	515.31	42.1
100-51450-151 SOCIAL SECURITY/CITY SHARE	213.42	1,601.19	3,804.29	2,203.10	42.1
100-51450-152 RETIREMENT	250.10	1,875.75	4,172.44	2,296.69	45.0
100-51450-153 HEALTH INSURANCE	555.82	3,890.74	13,122.50	9,231.76	29.7
100-51450-154 HSA-HRA CONTRIBUTIONS	266.87	266.87	1,875.00	1,608.13	14.2
100-51450-155 WORKERS COMPENSATION	4.04	33.07	103.59	70.52	31.9
100-51450-156 LIFE INSURANCE	.00	.00	13.14	13.14	.0
100-51450-211 PROFESSIONAL DEVELOPMENT	.00	574.98	.00	(574.98)	.0
100-51450-219 OTHER PROFESSIONAL SERVICES	.00	639.96	.00	(639.96)	.0
100-51450-225 TELECOM/INTERNET/COMMUNICATION	.00	270.00	.00	(270.00)	.0
100-51450-244 NETWORK HDW MTN	487.50	2,225.08	.00	(2,225.08)	.0
100-51450-245 NETWORK SOFTWARE MTN	1,506.25	9,416.82	.00	(9,416.82)	.0
100-51450-246 NETWORK OPERATING SUPP	.00	1,822.95	7,522.50	5,699.55	24.2
100-51450-247 SOFTWARE UPGRADES	325.00	325.00	.00	(325.00)	.0
100-51450-310 OFFICE & OPERATING SUPPLIES	.00	3,030.79	.00	(3,030.79)	.0
TOTAL INFORMATION TECHNOLOGY	7,336.82	52,093.04	92,862.65	40,769.61	56.1
<u>FINANCIAL ADMINISTRATION</u>					
100-51500-111 SALARIES/PERMANENT	6,833.86	63,478.48	128,650.70	65,172.22	49.3
100-51500-112 SALARIES/OVERTIME	.00	.00	105.00	105.00	.0
100-51500-150 MEDICARE TAX/CITY SHARE	93.68	965.02	1,901.76	936.74	50.7
100-51500-151 SOCIAL SECURITY/CITY SHARE	400.60	4,126.33	8,131.65	4,005.32	50.7
100-51500-152 RETIREMENT	462.00	4,500.05	8,755.39	4,255.34	51.4
100-51500-153 HEALTH INSURANCE	1,396.16	11,530.89	22,600.71	11,069.82	51.0
100-51500-154 HSA-HRA CONTRIBUTIONS	.00	.00	3,000.00	3,000.00	.0
100-51500-155 WORKERS COMPENSATION	11.28	105.35	217.30	111.95	48.5
100-51500-156 LIFE INSURANCE	3.83	22.02	49.80	27.78	44.2
100-51500-211 PROFESSIONAL DEVELOPMENT	470.00	1,159.00	1,010.00	(149.00)	114.8
100-51500-214 AUDIT SERVICES	5,820.00	23,183.50	24,240.00	1,056.50	95.6
100-51500-217 CONTRACT SERVICES-125 PLAN	596.96	4,888.91	8,080.00	3,191.09	60.5
100-51500-224 SOFTWARE/HARDWARE MAINTENANCE	3,195.74	9,313.54	10,821.23	1,507.69	86.1
100-51500-225 TELECOM/INTERNET/COMMUNICATION	509.52	876.22	1,104.13	227.91	79.4
100-51500-310 OFFICE & OPERATING SUPPLIES	1,174.56	5,175.17	8,080.00	2,904.83	64.1
100-51500-325 PUBLIC EDUCATION	.00	195.00	757.50	562.50	25.7
100-51500-330 TRAVEL EXPENSES	390.26	675.47	757.50	82.03	89.2
100-51500-560 COLLECTION FEES/WRITE-OFFS	.00	5,244.47	3,030.00	(2,214.47)	173.1
100-51500-650 BANK FEES/CREDIT CARD FEES	311.46	1,860.68	4,040.00	2,179.32	46.1
TOTAL FINANCIAL ADMINISTRATION	21,669.91	137,300.10	235,332.67	98,032.57	58.3

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>INSURANCE/RISK MANAGEMENT</u>					
100-51540-511	.00	26,207.12	48,900.00	22,692.88	53.6
100-51540-512	.00	16,957.30	17,522.00	564.70	96.8
100-51540-513	.00	25,049.06	29,133.00	4,083.94	86.0
100-51540-514	.00	13,063.92	14,719.00	1,655.08	88.8
100-51540-515	.00	2,703.35	2,873.00	169.65	94.1
TOTAL INSURANCE/RISK MANAGEMENT	.00	83,980.75	113,147.00	29,166.25	74.2
<u>FACILITIES MAINTENANCE</u>					
100-51600-111	8,204.21	57,540.59	118,165.54	60,624.95	48.7
100-51600-112	.00	.00	1,675.80	1,675.80	.0
100-51600-113	889.20	2,074.80	6,960.00	4,885.20	29.8
100-51600-117	.00	410.00	970.00	560.00	42.3
100-51600-118	33.50	417.24	436.50	19.26	95.6
100-51600-150	122.60	892.87	1,913.82	1,020.95	46.7
100-51600-151	524.22	3,817.69	8,183.24	4,365.55	46.7
100-51600-152	557.89	4,218.04	8,224.45	4,006.41	51.3
100-51600-153	2,587.62	16,193.90	23,583.47	7,389.57	68.7
100-51600-154	193.25	1,503.78	2,675.00	1,171.22	56.2
100-51600-155	181.32	1,420.56	3,663.23	2,242.67	38.8
100-51600-156	6.72	45.85	86.52	40.67	53.0
100-51600-211	70.00	473.21	1,010.00	536.79	46.9
100-51600-219	.00	27.00	.00	(27.00)	.0
100-51600-221	1,491.82	6,897.83	16,160.00	9,262.17	42.7
100-51600-222	10,277.45	52,279.97	84,840.00	32,560.03	61.6
100-51600-223	589.64	18,096.45	25,250.00	7,153.55	71.7
100-51600-224	.00	264.71	.00	(264.71)	.0
100-51600-225	42.95	214.81	588.00	373.19	36.5
100-51600-244	.00	837.80	16,160.00	15,322.20	5.2
100-51600-245	.00	1,342.10	10,100.00	8,757.90	13.3
100-51600-246	7,401.00	37,250.00	86,100.00	48,850.00	43.3
100-51600-310	3,379.96	20,689.55	14,140.00	(6,549.55)	146.3
100-51600-351	103.85	1,318.31	2,250.00	931.69	58.6
100-51600-355	78.00	5,336.56	13,130.00	7,793.44	40.6
TOTAL FACILITIES MAINTENANCE	36,735.20	233,563.62	446,265.57	212,701.95	52.3

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>POLICE ADMINISTRATION</u>					
100-52100-111 SALARIES/PERMANENT	36,860.20	255,904.11	471,466.85	215,562.74	54.3
100-52100-112 WAGES/OVERTIME	.00	287.35	2,100.00	1,812.65	13.7
100-52100-114 WAGES/PART-TIME/PERMANENT	1,601.60	10,621.19	19,110.00	8,488.81	55.6
100-52100-117 LONGEVITY PAY	.00	1,000.00	2,000.00	1,000.00	50.0
100-52100-118 UNIFORM ALLOWANCES	.00	2,100.00	2,100.00	.00	100.0
100-52100-150 MEDICARE TAX/CITY SHARE	536.68	4,115.21	7,342.47	3,227.26	56.1
100-52100-151 SOCIAL SECURITY/CITY SHARE	2,294.78	17,596.09	31,395.37	13,799.28	56.1
100-52100-152 RETIREMENT	3,970.34	30,231.26	53,480.86	23,249.60	56.5
100-52100-153 HEALTH INSURANCE	6,632.24	46,118.68	79,586.69	33,468.01	58.0
100-52100-154 HSA-HRA CONTRIBUTIONS	229.82	2,720.02	10,000.00	7,279.98	27.2
100-52100-155 WORKERS COMPENSATION	437.72	3,571.66	8,118.75	4,547.09	44.0
100-52100-156 LIFE INSURANCE	13.72	79.64	136.26	56.62	58.5
100-52100-211 PROFESSIONAL DEVELOPMENT	.00	979.00	4,040.00	3,061.00	24.2
100-52100-219 OTHER PROFESSIONAL SERVICES	292.50	9,769.46	4,040.00	(5,729.46)	241.8
100-52100-224 SOFTWARE/HARDWARE MAINTENANCE	853.56	12,318.06	8,240.72	(4,077.34)	149.5
100-52100-225 TELECOM/INTERNET/COMMUNICATION	827.19	2,139.95	7,969.44	5,829.49	26.9
100-52100-310 OFFICE & OPERATING SUPPLIES	3,348.11	10,844.86	13,112.83	2,267.97	82.7
100-52100-320 SUBSCRIPTIONS/DUES	.00	1,137.00	1,060.50	(76.50)	107.2
100-52100-325 PUBLIC EDUCATION	.00	195.00	432.28	237.28	45.1
100-52100-330 TRAVEL EXPENSES	.00	553.86	757.50	203.64	73.1
TOTAL POLICE ADMINISTRATION	57,898.46	412,282.40	726,490.52	314,208.12	56.8
<u>POLICE PATROL</u>					
100-52110-111 SALARIES/PERMANENT	85,222.49	570,647.61	1,255,356.51	684,708.90	45.5
100-52110-112 SALARIES/OVERTIME	13,093.75	104,644.48	147,312.34	42,667.86	71.0
100-52110-117 LONGEVITY PAY	.00	5,000.00	10,820.00	5,820.00	46.2
100-52110-118 UNIFORM ALLOWANCES	.00	19,394.49	16,050.00	(3,344.49)	120.8
100-52110-119 SHIFT DIFFERENTIAL	1,300.49	10,242.11	13,155.00	2,912.89	77.9
100-52110-150 MEDICARE TAX/CITY SHARE	1,419.88	10,906.91	21,336.66	10,429.75	51.1
100-52110-151 SOCIAL SECURITY/CITY SHARE	6,071.30	46,636.57	91,232.63	44,596.06	51.1
100-52110-152 RETIREMENT	13,258.32	101,301.89	191,012.67	89,710.78	53.0
100-52110-153 HEALTH INSURANCE	15,437.90	102,708.28	181,224.72	78,516.44	56.7
100-52110-154 HSA-HRA CONTRIBUTIONS	2,750.75	9,623.01	22,500.00	12,876.99	42.8
100-52110-155 WORKERS COMPENSATION	1,792.48	14,634.03	35,094.94	20,460.91	41.7
100-52110-156 LIFE INSURANCE	21.77	127.47	292.14	164.67	43.6
100-52110-211 PROFESSIONAL DEVELOPMENT	1,740.00	4,365.08	8,080.00	3,714.92	54.0
100-52110-219 OTHER PROFESSIONAL SERVICES	264.19	2,406.27	6,000.00	3,593.73	40.1
100-52110-224 SOFTWARE/HARDWARE MAINTENANCE	.00	16,328.18	28,359.10	12,030.92	57.6
100-52110-225 TELECOM/INTERNET/COMMUNICATION	469.49	2,917.64	4,320.00	1,402.36	67.5
100-52110-241 REPR/MTN VEHICLES	.00	5.58	1,440.00	1,434.42	.4
100-52110-242 REPR/MTN MACHINERY/EQUIP	197.61	1,271.08	2,500.00	1,228.92	50.8
100-52110-310 OFFICE & OPERATING SUPPLIES	613.00	10,953.15	3,535.00	(7,418.15)	309.9
100-52110-330 TRAVEL EXPENSES	.00	8,388.40	303.00	(8,085.40)	2768.5
100-52110-351 FUEL EXPENSES	2,239.00	13,096.58	24,000.00	10,903.42	54.6
100-52110-360 DAAT/FIREARMS	545.11	2,761.16	15,000.00	12,238.84	18.4
TOTAL POLICE PATROL	146,437.53	1,058,359.97	2,078,924.71	1,020,564.74	50.9

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>POLICE INVESTIGATION</u>					
100-52120-111 SALARIES/PERMANENT	23,272.02	160,450.38	266,740.28	106,289.90	60.2
100-52120-112 SALARIES/OVERTIME	2,329.51	17,873.79	27,443.75	9,569.96	65.1
100-52120-117 LONGEVITY PAY	.00	1,000.00	3,800.00	2,800.00	26.3
100-52120-118 UNIFORM ALLOWANCES	.00	2,140.78	2,800.00	659.22	76.5
100-52120-119 SHIFT DIFFERENTIAL	118.38	633.52	465.00	(168.52)	136.2
100-52120-150 MEDICARE TAX/CITY SHARE	379.32	2,876.95	4,576.91	1,699.96	62.9
100-52120-151 SOCIAL SECURITY/CITY SHARE	1,622.01	12,301.42	19,570.25	7,268.83	62.9
100-52120-152 RETIREMENT	3,405.34	25,928.22	39,885.37	13,957.15	65.0
100-52120-153 HEALTH INSURANCE	2,525.51	16,783.04	39,717.01	22,933.97	42.3
100-52120-154 HSA-HRA CONTRIBUTIONS	.00	1,936.86	2,500.00	563.14	77.5
100-52120-155 WORKERS COMPENSATION	460.40	3,691.13	7,331.16	3,640.03	50.4
100-52120-156 LIFE INSURANCE	6.94	45.26	58.98	13.72	76.7
100-52120-211 PROFESSIONAL DEVELOPMENT	270.00	3,079.41	4,040.00	960.59	76.2
100-52120-219 OTHER PROFESSIONAL SERVICES	30.00	168.34	1,581.66	1,413.32	10.6
100-52120-225 TELECOM/INTERNET/COMMUNICATION	251.46	1,345.70	49.49	(1,296.21)	2719.1
100-52120-310 OFFICE & OPERATING SUPPLIES	271.55	4,670.19	7,615.09	2,944.90	61.3
100-52120-330 TRAVEL EXPENSES	.00	288.05	303.00	14.95	95.1
100-52120-351 FUEL EXPENSES	165.26	1,088.68	5,250.00	4,161.32	20.7
100-52120-359 PHOTO EXPENSES	.00	.00	505.00	505.00	.0
TOTAL POLICE INVESTIGATION	35,107.70	256,301.72	434,232.95	177,931.23	59.0
<u>COMMUNITY SERVICE PROGRAM</u>					
100-52140-114 WAGES/PART-TIME/PERMANENT	1,996.10	13,565.51	31,200.00	17,634.49	43.5
100-52140-150 MEDICARE TAX/CITY SHARE	28.96	215.15	452.40	237.25	47.6
100-52140-151 SOCIAL SECURITY/CITY SHARE	123.78	919.73	1,934.40	1,014.67	47.6
100-52140-152 RETIREMENT	44.03	319.87	.00	(319.87)	.0
100-52140-155 WORKERS COMPENSATION	47.87	381.00	967.49	586.49	39.4
100-52140-218 ANIMAL CONTROL	.00	2.92	252.50	249.58	1.2
100-52140-225 TELECOM/INTERNET/COMMUNICATION	(17.45)	69.80	98.98	29.18	70.5
100-52140-310 OFFICE & OPERATING SUPPLIES	158.00	210.92	751.81	540.89	28.1
100-52140-351 FUEL EXPENSES	186.04	1,241.02	1,212.00	(29.02)	102.4
100-52140-360 PARKING SERVICES EXPENSES	120.00	1,391.40	3,927.89	2,536.49	35.4
TOTAL COMMUNITY SERVICE PROGRAM	2,687.33	18,317.32	40,797.47	22,480.15	44.9

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
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GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>NEIGHBORHOOD SERVICES</u>					
100-52400-111 SALARIES/PERMANENT	9,083.20	57,238.11	121,600.87	64,362.76	47.1
100-52400-113 PT WAGES-WEEDS & SNOW ENFORC	1,741.20	18,514.49	31,434.00	12,919.51	58.9
100-52400-118 UNIFORM ALLOWANCES	.00	.00	1,000.00	1,000.00	.0
100-52400-150 MEDICARE TAX/CITY SHARE	153.78	1,206.00	2,372.71	1,166.71	50.8
100-52400-151 SOCIAL SECURITY/CITY SHARE	657.59	5,156.65	10,145.37	4,988.72	50.8
100-52400-152 RETIREMENT	724.49	5,016.03	8,268.86	3,252.83	60.7
100-52400-153 HEALTH INSURANCE	1,858.06	8,286.34	10,838.21	2,551.87	76.5
100-52400-154 HSA-HRA CONTRIBUTIONS	.00	65.52	275.00	209.48	23.8
100-52400-155 WORKERS COMPENSATION	63.07	609.53	1,180.03	570.50	51.7
100-52400-156 LIFE INSURANCE	6.17	34.16	91.32	57.16	37.4
100-52400-211 PROFESSIONAL DEVELOPMENT	.00	399.00	.00	(399.00)	.0
100-52400-212 LEGAL/CITY ATTORNEY	395.00	3,236.56	5,050.00	1,813.44	64.1
100-52400-215 GIS SUPPLIES	.00	.00	2,525.00	2,525.00	.0
100-52400-218 WEIGHTS & MEASURES CONTRACT	.00	1,600.00	3,200.00	1,600.00	50.0
100-52400-219 OTHER PROFESSIONAL SERVICES	1,981.70	17,572.95	30,300.00	12,727.05	58.0
100-52400-222 BUILDING INSPECTION SERVICES	55,283.76	75,933.21	60,956.25	(14,976.96)	124.6
100-52400-224 SOFTWARE/HARDWARE MAINTENANCE	788.56	5,412.74	7,711.07	2,298.33	70.2
100-52400-225 TELECOM/INTERNET/COMMUNICATION	621.27	1,978.67	2,209.98	231.31	89.5
100-52400-310 OFFICE & OPERATING SUPPLIES	578.89	3,308.62	5,050.00	1,741.38	65.5
100-52400-320 DUES/SUBSCRIPTIONS	.00	(40.00)	404.00	444.00	(9.9)
100-52400-325 PUBLIC EDUCATION	.00	195.00	454.50	259.50	42.9
100-52400-330 TRAVEL EXPENSES	.00	629.50	202.00	(427.50)	311.6
100-52400-351 FUEL EXPENSES	.00	262.37	1,515.00	1,252.63	17.3
TOTAL NEIGHBORHOOD SERVICES	73,936.74	206,615.45	306,784.17	100,168.72	67.4
<u>EMERGENCY PREPAREDNESS</u>					
100-52500-111 EMERGENCY PREPAREDNESS WAGES	.00	.00	518.75	518.75	.0
100-52500-150 EMERG PREP MEDICARE	.00	.00	7.52	7.52	.0
100-52500-151 EMERG PREP SOCIAL SECURITY	.00	.00	32.16	32.16	.0
100-52500-155 EMERG PREP WORKERS COMP	.00	.00	16.09	16.09	.0
100-52500-224 SOFTWARE/HARDWARE MAINTENANCE	.00	.00	1,400.00	1,400.00	.0
100-52500-225 TELECOM/INTERNET/COMMUNICATION	326.73	2,171.51	4,110.54	1,939.03	52.8
100-52500-242 REPR/MTN MACHINERY/EQUIP	.00	.00	2,000.00	2,000.00	.0
100-52500-295 CONTRACTUAL SERVICES	.00	.00	1,251.39	1,251.39	.0
100-52500-310 OFFICE & OPERATING SUPPLIES	72.34	1,129.33	505.00	(624.33)	223.6
TOTAL EMERGENCY PREPAREDNESS	399.07	3,300.84	9,841.45	6,540.61	33.5

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
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GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>COMMUNICATIONS/DISPATCH</u>					
100-52600-111 SALARIES/PERMANENT	21,634.97	144,846.54	328,906.42	184,059.88	44.0
100-52600-112 SALARIES/OVERTIME	2,871.55	19,458.57	31,421.25	11,962.68	61.9
100-52600-117 LONGEVITY PAY	.00	500.00	1,000.00	500.00	50.0
100-52600-118 UNIFORM ALLOWANCES	.00	2,785.71	3,500.00	714.29	79.6
100-52600-119 SHIFT DIFFERENTIAL	453.53	2,262.27	3,624.00	1,361.73	62.4
100-52600-150 MEDICARE TAX/CITY SHARE	365.34	2,723.84	5,516.55	2,792.71	49.4
100-52600-151 SOCIAL SECURITY/CITY SHARE	1,562.20	11,646.86	23,588.02	11,941.16	49.4
100-52600-152 RETIREMENT	1,656.47	12,439.17	24,995.21	12,556.04	49.8
100-52600-153 HEALTH INSURANCE	2,258.06	16,102.47	50,895.86	34,793.39	31.6
100-52600-154 HSA-HRA CONTRIBUTIONS	.00	.00	6,250.00	6,250.00	.0
100-52600-155 WORKERS COMPENSATION	26.80	218.25	596.74	378.49	36.6
100-52600-156 LIFE INSURANCE	3.30	19.79	98.25	78.46	20.1
100-52600-211 PROFESSIONAL DEVELOPMENT	945.00	2,298.75	3,030.00	731.25	75.9
100-52600-219 OTHER PROFESSIONAL SERVICES	49.37	1,168.75	2,043.23	874.48	57.2
100-52600-224 SOFTWARE/HARDWARE MAINTENANCE	.00	2,650.04	5,283.10	2,633.06	50.2
100-52600-225 TELECOM/INTERNET/COMMUNICATION	1,111.61	5,197.79	9,367.98	4,170.19	55.5
100-52600-292 RADIO SERVICE	.00	11,257.50	13,635.00	2,377.50	82.6
100-52600-295 MISC CONTRACTUAL SERVICES	2,307.75	26,188.63	40,846.52	14,657.89	64.1
100-52600-310 OFFICE & OPERATING SUPPLIES	7.00	1,161.63	1,010.00	(151.63)	115.0
100-52600-330 TRAVEL EXPENSES	.00	200.88	252.50	51.62	79.6
TOTAL COMMUNICATIONS/DISPATCH	35,252.95	263,127.44	555,860.63	292,733.19	47.3
<u>DPW/ENGINEERING DEPARTMENT</u>					
100-53100-111 SALARIES/PERMANENT	1,551.31	10,859.22	20,362.09	9,502.87	53.3
100-53100-150 MEDICARE TAX/CITY SHARE	20.62	155.52	295.25	139.73	52.7
100-53100-151 SOCIAL SECURITY/CITY SHARE	88.20	665.03	1,262.45	597.42	52.7
100-53100-152 RETIREMENT	105.48	789.12	1,384.62	595.50	57.0
100-53100-153 HEALTH INSURANCE	374.69	2,496.01	4,496.24	2,000.23	55.5
100-53100-154 HSA-HRA CONTRIBUTIONS	93.06	396.63	475.00	78.37	83.5
100-53100-155 WORKERS COMPENSATION	1.70	13.87	34.38	20.51	40.3
100-53100-156 LIFE INSURANCE	.91	5.72	6.16	.44	92.9
100-53100-211 PROFESSIONAL DEVELOPMENT	.00	635.38	1,111.00	475.62	57.2
100-53100-213 ENGINEERING SERVICES	4,136.74	12,940.32	12,120.00	(820.32)	106.8
100-53100-224 SOFTWARE/HARDWARE MAINTENANCE	918.55	4,351.72	4,747.18	395.46	91.7
100-53100-225 TELECOM/INTERNET/COMMUNICATION	558.48	1,517.71	2,365.98	848.27	64.2
100-53100-310 OFFICE & OPERATING SUPPLIES	128.71	1,209.63	1,818.00	608.37	66.5
100-53100-320 SUBSCRIPTIONS/DUES	.00	56.00	303.00	247.00	18.5
100-53100-325 PUBLIC EDUCATION	.00	195.00	606.00	411.00	32.2
TOTAL DPW/ENGINEERING DEPARTMENT	7,978.45	36,286.88	51,387.35	15,100.47	70.6

CITY OF WHITEWATER
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GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>SHOP/FLEET OPERATIONS</u>					
100-53230-111 WAGES/PERMANENT	4,795.26	34,434.55	63,935.10	29,500.55	53.9
100-53230-112 WAGES/OVERTIME	90.69	187.88	.00	(187.88)	.0
100-53230-117 LONGEVITY PAY	.00	280.00	830.00	550.00	33.7
100-53230-118 UNIFORM ALLOWANCES	.00	(116.00)	67.50	183.50	(171.9)
100-53230-150 MEDICARE TAX/CITY SHARE	65.10	503.17	941.46	438.29	53.5
100-53230-151 SOCIAL SECURITY/CITY SHARE	278.36	2,151.44	4,025.57	1,874.13	53.4
100-53230-152 RETIREMENT	332.22	2,583.21	4,408.62	1,825.41	58.6
100-53230-153 HEALTH INSURANCE	1,187.84	8,926.55	17,618.43	8,691.88	50.7
100-53230-154 HSA-HRA CONTRIBUTIONS	.00	18.37	2,412.50	2,394.13	.8
100-53230-155 WORKERS COMPENSATION	104.57	885.09	1,982.59	1,097.50	44.6
100-53230-156 LIFE INSURANCE	4.94	30.69	58.59	27.90	52.4
100-53230-221 MUNICIPAL UTILITIES EXPENSES	407.83	2,567.93	4,545.00	1,977.07	56.5
100-53230-222 UTILITIES-NAT GAS & ELECTRIC	614.57	10,236.13	15,150.00	4,913.87	67.6
100-53230-225 MOBILE COMMUNICATIONS	77.23	348.18	492.00	143.82	70.8
100-53230-310 OFFICE & OPERATING SUPPLIES	1,248.61	9,312.17	15,150.00	5,837.83	61.5
100-53230-352 VEHICLE REPR PARTS	1,042.76	48,354.60	25,250.00	(23,104.60)	191.5
100-53230-354 POLICE VEHICLE REP/MAINT	677.43	7,640.64	14,140.00	6,499.36	54.0
100-53230-355 BLDG MTN REPR SUPP	.00	351.29	3,535.00	3,183.71	9.9
TOTAL SHOP/FLEET OPERATIONS	10,927.41	128,695.89	174,542.36	45,846.47	73.7
<u>PARK MAINTENANCE</u>					
100-53270-111 SALARIES/WAGES/PERMANENT	8,576.07	39,824.33	69,526.85	29,702.52	57.3
100-53270-112 WAGES/OVERTIME	.00	801.62	184.66	(616.96)	434.1
100-53270-113 WAGES/TEMPORARY	7,922.88	17,389.76	80,983.49	63,593.73	21.5
100-53270-117 LONGEVITY PAY	.00	.00	750.00	750.00	.0
100-53270-118 UNIFORM ALLOWANCES	.00	.00	82.50	82.50	.0
100-53270-150 MEDICARE TAX/CITY SHARE	230.84	832.62	2,197.15	1,364.53	37.9
100-53270-151 SOCIAL SECURITY/CITY SHARE	986.99	3,560.00	9,394.70	5,834.70	37.9
100-53270-152 RETIREMENT	583.19	2,948.71	4,796.99	1,848.28	61.5
100-53270-153 HEALTH INSURANCE	1,958.32	8,893.33	15,000.23	6,106.90	59.3
100-53270-154 HSA-HRA CONTRIBUTIONS	303.58	779.14	2,387.50	1,608.36	32.6
100-53270-155 WORKERS COMPENSATION	310.28	1,251.44	4,671.04	3,419.60	26.8
100-53270-156 LIFE INSURANCE	6.35	24.69	56.14	31.45	44.0
100-53270-211 PROFESSIONAL DEVELOPMENT	.00	416.62	3,030.00	2,613.38	13.8
100-53270-213 PARK/TERRACE TREE MAINT.	19.98	3,031.97	10,605.00	7,573.03	28.6
100-53270-221 MUNICIPAL UTILITIES	1,484.32	5,989.51	10,605.00	4,615.49	56.5
100-53270-222 ELECTRICITY	1,551.46	5,040.67	6,565.00	1,524.33	76.8
100-53270-223 NATURAL GAS	28.71	904.50	2,525.00	1,620.50	35.8
100-53270-242 REPR/MTN MACHINERY/EQUIP	290.23	2,716.55	7,575.00	4,858.45	35.9
100-53270-245 FACILITIES IMPROVEMENTS	.00	2,057.15	5,050.00	2,992.85	40.7
100-53270-295 MAINTENANCE-TREES/LANDSCAPING	4,370.00	17,592.99	20,300.00	2,707.01	86.7
100-53270-310 OFFICE & OPERATING SUPPLIES	358.90	7,533.66	9,595.00	2,061.34	78.5
100-53270-351 FUEL EXPENSES	1,422.52	6,621.76	8,080.00	1,458.24	82.0
100-53270-359 OTHER REPR/MTN SUPP	34.99	1,031.66	5,050.00	4,018.34	20.4
TOTAL PARK MAINTENANCE	30,439.61	129,242.68	279,011.25	149,768.57	46.3

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>STREET MAINTENANCE</u>					
100-53300-111 WAGES/PERMANENT	23,463.36	169,786.25	334,348.99	164,562.74	50.8
100-53300-112 WAGES/OVERTIME	390.48	654.76	646.32	(8.44)	101.3
100-53300-113 WAGES/TEMPORARY	272.00	272.00	818.02	546.02	33.3
100-53300-117 LONGEVITY PAY	.00	1,120.00	2,490.00	1,370.00	45.0
100-53300-118 UNIFORM ALLOWANCES	1,156.13	5,295.42	6,678.00	1,382.58	79.3
100-53300-150 MEDICARE TAX/CITY SHARE	335.20	2,556.68	4,967.26	2,410.58	51.5
100-53300-151 SOCIAL SECURITY/CITY SHARE	1,433.22	10,932.13	21,239.30	10,307.17	51.5
100-53300-152 RETIREMENT	1,622.08	12,631.13	22,974.70	10,343.57	55.0
100-53300-153 HEALTH INSURANCE	2,923.06	36,799.23	74,918.70	38,119.47	49.1
100-53300-154 HSA-HRA CONTRIBUTIONS	42.16	464.24	10,400.00	9,935.76	4.5
100-53300-155 WORKERS COMPENSATION	510.76	4,273.93	10,406.67	6,132.74	41.1
100-53300-156 LIFE INSURANCE	12.70	76.95	139.89	62.94	55.0
100-53300-211 PROFESSIONAL DEVELOPMENT	.00	921.98	505.00	(416.98)	182.6
100-53300-222 ELECT/TRAFFIC SIGNALS/P-LOTS	5,152.87	14,995.49	15,150.00	154.51	99.0
100-53300-224 SOFTWARE/HARDWARE MAINTENANCE	69.18	3,502.35	5,146.77	1,644.42	68.1
100-53300-225 TELECOM/INTERNET/COMMUNICATION	635.39	1,902.34	3,119.98	1,217.64	61.0
100-53300-310 OFFICE & OPERATING SUPPLIES	148.29	410.00	1,010.00	600.00	40.6
100-53300-351 FUEL EXPENSES	2,160.68	14,859.23	18,180.00	3,320.77	81.7
100-53300-354 TRAFFIC CONTROL SUPP	203.18	4,376.53	12,120.00	7,743.47	36.1
100-53300-405 MATERIALS/REPAIRS	.00	3,262.22	12,120.00	8,857.78	26.9
100-53300-821 BRIDGE/DAM	.00	.00	4,040.00	4,040.00	.0
TOTAL STREET MAINTENANCE	40,530.74	289,092.86	561,419.60	272,326.74	51.5
<u>SNOW AND ICE</u>					
100-53320-111 WAGES/PERMANENT	1,101.02	27,332.08	42,148.06	14,815.98	64.9
100-53320-112 WAGES/OVERTIME	.00	5,660.84	8,217.46	2,556.62	68.9
100-53320-117 LONGEVITY PAY	.00	180.00	360.00	180.00	50.0
100-53320-150 MEDICARE TAX/CITY SHARE	15.33	536.78	739.70	202.92	72.6
100-53320-151 SOCIAL SECURITY/CITY SHARE	65.51	2,295.37	3,162.84	867.47	72.6
100-53320-152 RETIREMENT	74.86	2,693.52	3,449.34	755.82	78.1
100-53320-153 HEALTH INSURANCE	447.64	7,812.72	9,557.53	1,744.81	81.7
100-53320-154 HSA-HRA CONTRIBUTIONS	37.95	139.09	1,362.50	1,223.41	10.2
100-53320-155 WORKERS COMPENSATION	23.56	943.39	1,475.42	532.03	63.9
100-53320-156 LIFE INSURANCE	.60	24.41	20.66	(3.75)	118.2
100-53320-295 EQUIP RENTAL	.00	3,437.50	12,120.00	8,682.50	28.4
100-53320-351 FUEL EXPENSES	279.97	7,269.44	9,090.00	1,820.56	80.0
100-53320-353 SNOW EQUIP/REPR PARTS	.00	13,552.06	30,000.00	16,447.94	45.2
100-53320-460 SALT & SAND	.00	16,934.41	30,000.00	13,065.59	56.5
TOTAL SNOW AND ICE	2,046.44	88,811.61	151,703.51	62,891.90	58.5

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>STREET LIGHTS</u>					
100-53420-111 WAGES/PERMANENT	305.03	11,400.06	6,321.57	(5,078.49)	180.3
100-53420-112 WAGES/OVERTIME	.00	.00	184.66	184.66	.0
100-53420-117 LONGEVITY PAY	.00	20.00	60.00	40.00	33.3
100-53420-150 MEDICARE TAX/CITY SHARE	4.33	155.73	95.21	(60.52)	163.6
100-53420-151 SOCIAL SECURITY/CITY SHARE	18.47	665.73	407.11	(258.62)	163.5
100-53420-152 RETIREMENT	20.75	805.62	446.50	(359.12)	180.4
100-53420-153 HEALTH INSURANCE	87.48	1,642.43	1,780.15	137.72	92.3
100-53420-154 HSA-HRA CONTRIBUTIONS	.00	.92	250.00	249.08	.4
100-53420-155 WORKERS COMPENSATION	6.53	301.51	199.64	(101.87)	151.0
100-53420-156 LIFE INSURANCE	.08	6.29	2.74	(3.55)	229.6
100-53420-222 ELECTRICITY	18,749.98	115,192.49	174,725.00	59,532.51	65.9
100-53420-310 OFFICE & OPERATING SUPPLIES	336.29	8,012.41	7,000.00	(1,012.41)	114.5
100-53420-820 STREET LIGHTS	.00	2,739.80	1,010.00	(1,729.80)	271.3
TOTAL STREET LIGHTS	19,528.94	140,942.99	192,482.58	51,539.59	73.2
<u>YOUNG LIBRARY BUILDING</u>					
100-55111-111 SALARIES/PERMANENT	588.55	4,008.73	10,465.51	6,456.78	38.3
100-55111-117 LONGEVITY PAY	.00	90.00	30.00	(60.00)	300.0
100-55111-118 UNIFORM ALLOWANCES	.00	.00	13.50	13.50	.0
100-55111-150 MEDICARE TAX/CITY SHARE	8.02	64.54	162.82	98.28	39.6
100-55111-151 SOCIAL SECURITY/CITY SHARE	34.29	276.02	696.20	420.18	39.7
100-55111-152 RETIREMENT	40.02	300.38	714.61	414.23	42.0
100-55111-153 HEALTH INSURANCE	193.19	991.82	1,244.90	253.08	79.7
100-55111-154 HSA-HRA CONTRIBUTIONS	5.98	41.75	75.00	33.25	55.7
100-55111-155 WORKERS COMPENSATION	12.60	104.01	324.53	220.52	32.1
100-55111-156 LIFE INSURANCE	.12	1.09	3.79	2.70	28.8
100-55111-158 UNEMPLOYMENT COMPENSATION	.00	.00	202.00	202.00	.0
100-55111-221 WATER & SEWER	339.82	1,853.91	2,828.00	974.09	65.6
100-55111-222 ELECTRICITY	1,319.39	6,486.93	11,750.00	5,263.07	55.2
100-55111-223 NATURAL GAS	123.16	2,931.77	4,500.00	1,568.23	65.2
100-55111-244 HVAC	898.37	1,397.13	1,250.00	(147.13)	111.8
100-55111-245 FACILITY IMPROVEMENTS	.00	2,919.94	3,030.00	110.06	96.4
100-55111-246 JANITORIAL SERVICES	1,259.00	6,295.00	15,750.00	9,455.00	40.0
100-55111-355 REPAIR & SUPPLIES	163.13	1,120.28	2,020.00	899.72	55.5
TOTAL YOUNG LIBRARY BUILDING	4,985.64	28,883.30	55,060.86	26,177.56	52.5

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>PARKS ADMINISTRATION</u>					
100-55200-111 WAGES/PERMANENT	4,648.96	40,903.68	61,018.78	20,115.10	67.0
100-55200-113 WAGES/TEMPORARY	75.00	387.50	.00	(387.50)	.0
100-55200-117 LONGEVITY PAY	.00	.00	300.00	300.00	.0
100-55200-150 MEDICARE TAX/CITY SHARE	65.96	669.72	910.00	240.28	73.6
100-55200-151 SOCIAL SECURITY/CITY SHARE	282.12	2,864.05	3,891.04	1,026.99	73.6
100-55200-152 RETIREMENT	316.14	3,206.85	4,169.68	962.83	76.9
100-55200-153 HEALTH INSURANCE	1,072.18	10,353.70	12,866.16	2,512.46	80.5
100-55200-154 HSA-HRA CONTRIBUTIONS	.00	616.13	1,250.00	633.87	49.3
100-55200-155 WORKERS COMPENSATION	35.88	458.53	886.25	427.72	51.7
100-55200-156 LIFE INSURANCE	1.21	11.91	15.20	3.29	78.4
100-55200-211 PROFESSIONAL DEVELOPMENT	165.80	1,108.01	.00	(1,108.01)	.0
100-55200-224 SOFTWARE/HARDWARE MAINTENANCE	806.53	1,714.75	.00	(1,714.75)	.0
100-55200-225 TELECOM/INTERNET/COMMUNICATION	670.59	2,274.30	2,735.99	461.69	83.1
100-55200-245 BUILDING REPR/MTN	.00	480.00	.00	(480.00)	.0
100-55200-310 OFFICE & OPERATING SUPPLIES	31.65	713.70	4,199.20	3,485.50	17.0
100-55200-320 SUBSCRIPTIONS/DUES	139.54	660.47	.00	(660.47)	.0
100-55200-324 PROMOTIONS/ADS	130.82	2,535.07	.00	(2,535.07)	.0
100-55200-341 PROGRAM SUPPLIES	47.14	383.23	.00	(383.23)	.0
100-55200-790 PROGRAM ASSISTANCE	.00	81.41	.00	(81.41)	.0
TOTAL PARKS ADMINISTRATION	8,489.52	69,423.01	92,242.30	22,819.29	75.3
<u>CELEBRATIONS</u>					
100-55320-780 DISCOVER WHITEWATER RACE	.00	6,000.00	.00	(6,000.00)	.0
100-55320-790 CELEBRATIONS/AWARDS	2,761.00	6,786.71	9,595.00	2,808.29	70.7
TOTAL CELEBRATIONS	2,761.00	12,786.71	9,595.00	(3,191.71)	133.3
<u>COMM BASED CO-OP PROJECTS</u>					
100-55330-760 AQUATIC CENTER CONTRIBUTION	.00	128,000.00	128,000.00	.00	100.0
100-55330-761 AQUATIC CENTER CAPITAL CONTRIB	.00	50,000.00	50,000.00	.00	100.0
TOTAL COMM BASED CO-OP PROJECTS	.00	178,000.00	178,000.00	.00	100.0

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

GENERAL FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>TRANSFERS TO OTHER FUNDS</u>					
100-59220-901	.00	.00	55,000.00	55,000.00	.0
100-59220-916	.00	.00	15,000.00	15,000.00	.0
100-59220-918	.00	200,000.00	476,580.09	276,580.09	42.0
100-59220-919	.00	32,500.00	32,500.00	.00	100.0
100-59220-925	.00	.00	85,000.00	85,000.00	.0
100-59220-926	.00	38,270.00	38,270.00	.00	100.0
100-59220-927	.00	.00	15,000.00	15,000.00	.0
100-59220-928	.00	.00	8,034.73	8,034.73	.0
100-59220-939	.00	25,000.00	25,000.00	.00	100.0
100-59220-955	.00	20,000.00	197,795.13	177,795.13	10.1
100-59220-998	.00	.00	470,000.00	470,000.00	.0
TOTAL TRANSFERS TO OTHER FUNDS	.00	315,770.00	1,418,179.95	1,102,409.95	22.3
<u>TRANSFER TO DEBT SERVICE</u>					
100-59230-990	93,113.84	563,019.48	1,257,105.00	694,085.52	44.8
TOTAL TRANSFER TO DEBT SERVICE	93,113.84	563,019.48	1,257,105.00	694,085.52	44.8
<u>TRANSFERS TO SPECIAL FUNDS</u>					
100-59240-901	.00	500,000.00	1,258,615.00	758,615.00	39.7
100-59240-945	.00	500.00	500.00	.00	100.0
TOTAL TRANSFERS TO SPECIAL FUNDS	.00	500,500.00	1,259,115.00	758,615.00	39.8
TOTAL FUND EXPENDITURES	689,013.25	5,767,178.58	11,662,737.11	5,895,558.53	49.5
NET REVENUE OVER EXPENDITURES	201,269.10	1,354,408.93	.00	(1,354,408.93)	.0

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>WATER SALES REVENUE</u>						
610-46461-61	METERED SALES/RESIDENTIAL	83,004.58	435,227.97	775,177.06	339,949.09	56.2
610-46462-61	METERED SALES/COMMERCIAL	12,675.31	75,501.16	131,924.92	56,423.76	57.2
610-46463-61	METERED SALES/INDUSTRIAL	66,397.27	282,484.84	660,466.55	377,981.71	42.8
610-46464-61	SALES TO PUBLIC AUTHORITIES	27,923.58	126,817.48	212,705.65	85,888.17	59.6
610-46465-61	PUBLIC FIRE PROTECTION REV	59,225.83	358,556.21	586,569.43	228,013.22	61.1
610-46466-61	PRIVATE FIRE PROTECTION REV	6,086.22	35,843.12	48,410.26	12,567.14	74.0
610-46467-61	METERED SALES/MF RESIDENTIAL	15,261.36	96,900.13	183,539.59	86,639.46	52.8
	TOTAL WATER SALES REVENUE	270,574.15	1,411,330.91	2,598,793.46	1,187,462.55	54.3
<u>MISCELLANEOUS WATER REVENUE</u>						
610-47419-61	INTEREST INCOME	1,905.58	13,879.91	500.00	(13,379.91)	2776.0
610-47421-61	DEVELOPER CONTRIBUTION	.00	.00	10,000.00	10,000.00	.0
610-47425-61	MISC AMORTIZATION	.00	.00	8,000.00	8,000.00	.0
610-47460-61	OTR REV/TOWER/SERVICE	32,587.10	41,297.58	27,155.00	(14,142.58)	152.1
610-47467-61	NSF/SVC FEES/SPEC ASSESS FEES	3,063.16	11,690.79	6,000.00	(5,690.79)	194.9
610-47471-61	MISC SERVICE REV - TURN OFF	315.00	1,365.00	500.00	(865.00)	273.0
610-47474-61	OTHER REV--LABOR/MATERIAL	4,912.40	18,972.88	.00	(18,972.88)	.0
610-47476-61	NET RETURN ON INVEST-METERS	.00	.00	12,000.00	12,000.00	.0
610-47482-61	SALE OF USED EQUIPMENT	.00	5,569.00	.00	(5,569.00)	.0
610-47486-61	TRANSFER TID 10-TOWER DEBT	.00	.00	14,632.96	14,632.96	.0
610-47487-61	TRANSFER TID 11-TOWER DEBT	.00	.00	14,632.96	14,632.96	.0
610-47488-61	TRANSFER TID 13-TOWER DEBT	.00	.00	79,962.68	79,962.68	.0
610-47489-61	TRANSFER TID 14-TOWER DEBT	.00	.00	44,465.35	44,465.35	.0
610-47493-61	RETAINED EARNINGS-(INC)-DEC	.00	.00	110,799.56	110,799.56	.0
	TOTAL MISCELLANEOUS WATER REVENUE	42,783.24	92,775.16	328,648.51	235,873.35	28.2
	TOTAL FUND REVENUE	313,357.39	1,504,106.07	2,927,441.97	1,423,335.90	51.4

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>SOURCE OF SUPPLY</u>					
610-61600-111 SALARIES/WAGES	911.39	10,888.48	16,631.91	5,743.43	65.5
610-61600-112 WAGES/OVERTIME	124.88	1,073.33	5,529.48	4,456.15	19.4
610-61600-310 OFFICE & OPERATING SUPPLIES	.00	810.73	550.00	(260.73)	147.4
610-61600-350 REPAIR/MTN EXPENSES	.00	139.23	500.00	360.77	27.9
TOTAL SOURCE OF SUPPLY	1,036.27	12,911.77	23,211.39	10,299.62	55.6
<u>PUMPING OPERATIONS</u>					
610-61620-111 SALARIES/WAGES	2,974.41	24,014.95	38,529.55	14,514.60	62.3
610-61620-112 WAGES/OVERTIME	.00	79.41	.00	(79.41)	.0
610-61620-220 UTILITIES	17,537.75	99,452.53	180,000.00	80,547.47	55.3
610-61620-310 OFFICE & OPERATING SUPPLIES	.00	1,905.32	400.00	(1,505.32)	476.3
610-61620-350 REPAIR/MTN EXPENSE	19,194.00	30,500.01	118,500.00	87,999.99	25.7
TOTAL PUMPING OPERATIONS	39,706.16	155,952.22	337,429.55	181,477.33	46.2
<u>WTR TREATMENT OPERATIONS</u>					
610-61630-111 SALARIES/WAGES	1,088.47	12,793.63	22,580.38	9,786.75	56.7
610-61630-310 WATER TESTING & OP SUPPLIES	264.05	8,774.04	20,200.00	11,425.96	43.4
610-61630-341 CHEMICALS	4,045.62	17,168.14	37,500.00	20,331.86	45.8
610-61630-350 REPAIR/MTN EXPENSE	76.10	68,042.15	119,000.00	50,957.85	57.2
TOTAL WTR TREATMENT OPERATIONS	5,474.24	106,777.96	199,280.38	92,502.42	53.6
<u>TRANSMISSION</u>					
610-61640-111 SALARIES/WAGES	53.31	387.75	1,057.28	669.53	36.7
TOTAL TRANSMISSION	53.31	387.75	1,057.28	669.53	36.7
<u>RESERVOIRS MAINTENANCE</u>					
610-61650-111 MTN SALARIES/WAGES	122.62	1,490.73	2,660.36	1,169.63	56.0
610-61650-112 WAGES/OVERTIME	.00	79.41	.00	(79.41)	.0
610-61650-350 REPAIR/MTN EXPENSE	13,901.82	60,497.15	60,000.00	(497.15)	100.8
TOTAL RESERVOIRS MAINTENANCE	14,024.44	62,067.29	62,660.36	593.07	99.1

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>MAINS MAINTENANCE</u>					
610-61651-111 MTN SALARIES/WAGES	2,017.98	11,082.45	17,751.68	6,669.23	62.4
610-61651-350 REPAIR/MTN EXPENSE	3,946.94	22,935.53	36,000.00	13,064.47	63.7
TOTAL MAINS MAINTENANCE	5,964.92	34,017.98	53,751.68	19,733.70	63.3
<u>SERVICES MAINTENANCE</u>					
610-61652-111 MTN SALARIES/WAGES	799.68	8,760.26	15,589.31	6,829.05	56.2
610-61652-112 WAGES/OVERTIME	.00	114.58	426.70	312.12	26.9
610-61652-350 REPAIR/MTN EXPENSE	2,442.41	2,700.53	35,000.00	32,299.47	7.7
TOTAL SERVICES MAINTENANCE	3,242.09	11,575.37	51,016.01	39,440.64	22.7
<u>METERS MAINTENANCE</u>					
610-61653-111 MTN SALARIES/WAGES	2,156.22	16,800.84	12,941.01	(3,859.83)	129.8
610-61653-112 WAGES/OVERTIME	.00	39.71	.00	(39.71)	.0
610-61653-210 CONTRACTUAL SERVICES	.00	.00	14,100.00	14,100.00	.0
610-61653-350 REPAIR/MTN EXPENSE	.00	2,087.86	2,750.00	662.14	75.9
TOTAL METERS MAINTENANCE	2,156.22	18,928.41	29,791.01	10,862.60	63.5
<u>HYDRANTS MAINTENANCE</u>					
610-61654-111 MTN SALARIES/WAGES	3,484.64	14,302.92	9,892.93	(4,409.99)	144.6
610-61654-112 WAGES/OVERTIME	228.94	367.91	.00	(367.91)	.0
610-61654-350 REPAIR/MTN EXPENSE	2,145.75	7,920.06	10,100.00	2,179.94	78.4
TOTAL HYDRANTS MAINTENANCE	5,859.33	22,590.89	19,992.93	(2,597.96)	113.0
<u>METER READING</u>					
610-61901-111 SALARIES/WAGES	106.62	775.51	800.47	24.96	96.9
TOTAL METER READING	106.62	775.51	800.47	24.96	96.9
<u>ACCOUNTING/COLLECTION</u>					
610-61902-111 SALARIES/WAGES	3,892.05	31,140.31	42,217.16	11,076.85	73.8
610-61902-112 WAGES/OVERTIME	.00	99.26	.00	(99.26)	.0
TOTAL ACCOUNTING/COLLECTION	3,892.05	31,239.57	42,217.16	10,977.59	74.0

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>CUSTOMER ACCOUNTS</u>					
610-61903-224	2,656.88	8,408.14	10,645.63	2,237.49	79.0
610-61903-310	.00	32.64	.00	(32.64)	.0
610-61903-325	.00	195.00	657.00	462.00	29.7
610-61903-361	1,374.83	3,686.15	12,500.00	8,813.85	29.5
610-61903-362	.00	.00	9,275.00	9,275.00	.0
TOTAL CUSTOMER ACCOUNTS	4,031.71	12,321.93	33,077.63	20,755.70	37.3
<u>ADMINISTRATIVE</u>					
610-61920-111	8,528.32	65,357.42	132,224.88	66,867.46	49.4
610-61920-154	.00	187.00	.00	(187.00)	.0
TOTAL ADMINISTRATIVE	8,528.32	65,544.42	132,224.88	66,680.46	49.6
<u>OFFICE SUPPLIES</u>					
610-61921-224	.00	457.12	595.00	137.88	76.8
610-61921-225	657.49	2,015.34	3,296.98	1,281.64	61.1
610-61921-310	517.97	5,671.61	9,750.00	4,078.39	58.2
TOTAL OFFICE SUPPLIES	1,175.46	8,144.07	13,641.98	5,497.91	59.7
<u>OUTSIDE SERVICES EMPLOYED</u>					
610-61923-210	3,499.91	64,389.21	58,500.00	(5,889.21)	110.1
610-61923-211	.00	8,500.00	8,500.00	.00	100.0
610-61923-212	.00	5,500.00	5,500.00	.00	100.0
TOTAL OUTSIDE SERVICES EMPLOYED	3,499.91	78,389.21	72,500.00	(5,889.21)	108.1
<u>INSURANCE</u>					
610-61924-510	.00	21,954.72	24,039.00	2,084.28	91.3
TOTAL INSURANCE	.00	21,954.72	24,039.00	2,084.28	91.3
<u>EMPLOYEE BENEFITS</u>					
610-61926-150	10,423.47	81,986.68	189,745.89	107,759.21	43.2
610-61926-590	2,711.10	20,979.52	32,383.15	11,403.63	64.8
TOTAL EMPLOYEE BENEFITS	13,134.57	102,966.20	222,129.04	119,162.84	46.4

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>EMPLOYEE TRAINING</u>					
610-61927-154	.00	2,987.51	6,500.00	3,512.49	46.0
	.00	2,987.51	6,500.00	3,512.49	46.0
<u>PSC ASSESSMENT</u>					
610-61928-210	.00	4,063.19	2,525.00	(1,538.19)	160.9
	.00	4,063.19	2,525.00	(1,538.19)	160.9
<u>MISCELLANEOUS GENERAL</u>					
610-61930-590	.00	353,500.00	350,000.00	(3,500.00)	101.0
	.00	353,500.00	350,000.00	(3,500.00)	101.0
<u>TRANSPORTATION</u>					
610-61933-310	.00	376.85	5,050.00	4,673.15	7.5
610-61933-351	609.28	5,043.23	6,500.00	1,456.77	77.6
	609.28	5,420.08	11,550.00	6,129.92	46.9
<u>GENERAL PLANT MAINTENANCE</u>					
610-61935-111	10,647.32	69,057.14	154,940.73	85,883.59	44.6
610-61935-112	.00	.00	1,954.25	1,954.25	.0
610-61935-113	.00	.00	22,392.00	22,392.00	.0
610-61935-116	1,002.68	7,219.10	13,052.00	5,832.90	55.3
610-61935-118	131.00	1,319.61	2,800.00	1,480.39	47.1
610-61935-154	.00	1,901.35	3,000.00	1,098.65	63.4
610-61935-220	52.15	312.90	1,515.00	1,202.10	20.7
610-61935-350	233.56	3,776.46	.00	(3,776.46)	.0
	12,066.71	83,586.56	199,653.98	116,067.42	41.9
<u>CAP OUTLAY/CONSTRUCT WIP</u>					
610-61936-111	213.25	1,574.63	4,980.62	3,405.99	31.6
610-61936-810	5,408.69	17,162.34	110,000.00	92,837.66	15.6
610-61936-820	31,490.67	120,463.15	90,000.00	(30,463.15)	133.9
610-61936-823	4,692.63	25,324.20	65,537.50	40,213.30	38.6
	41,805.24	164,524.32	270,518.12	105,993.80	60.8

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WATER UTILITY FUND

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>DEBT SERVICE</u>					
610-61950-610 PRINCIPAL ON DEBT	31,300.00	231,300.00	346,300.00	115,000.00	66.8
610-61950-620 INTEREST ON DEBT	2,705.37	235,553.48	381,174.12	145,620.64	61.8
610-61950-650 BOND ISSUE/PAYING AGENT EXP	.00	200.00	40,400.00	40,200.00	.5
TOTAL DEBT SERVICE	<u>34,005.37</u>	<u>467,053.48</u>	<u>767,874.12</u>	<u>300,820.64</u>	<u>60.8</u>
TOTAL FUND EXPENDITURES	<u>200,372.22</u>	<u>1,827,680.41</u>	<u>2,927,441.97</u>	<u>1,099,761.56</u>	<u>62.4</u>
NET REVENUE OVER EXPENDITURES	<u>112,985.17</u>	<u>(323,574.34)</u>	<u>.00</u>	<u>323,574.34</u>	<u>.0</u>

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WASTEWATER UTILITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET	
<u>WASTEWATER SALES REVENUES</u>						
620-41110-62	RESIDENTIAL REVENUES	154,285.10	1,140,392.49	1,992,438.67	852,046.18	57.2
620-41112-62	COMMERCIAL REVENUES	80,279.08	581,408.72	1,087,875.00	506,466.28	53.4
620-41113-62	INDUSTRIAL REVENUES	7,440.00	87,099.74	162,578.57	75,478.83	53.6
620-41114-62	PUBLIC REVENUES	56,312.32	401,104.51	689,588.80	288,484.29	58.2
620-41115-62	PENALTIES	1,700.40	10,061.51	16,160.74	6,099.23	62.3
620-41116-62	MISC REVENUES	11,044.79	59,569.28	79,431.24	19,861.96	75.0
620-41117-62	SEWER CONNECTION REVENUES	1,824.00	85,728.00	40,400.00	(45,328.00)	212.2
	TOTAL WASTEWATER SALES REVENUES	312,885.69	2,365,364.25	4,068,473.02	1,703,108.77	58.1
<u>MISCELLANEOUS REVENUE</u>						
620-42110-62	INTEREST INCOME	8,347.33	60,800.57	2,525.00	(58,275.57)	2407.9
620-42213-62	MISC INCOME	11,212.20	11,623.20	7,575.00	(4,048.20)	153.4
	TOTAL MISCELLANEOUS REVENUE	19,559.53	72,423.77	10,100.00	(62,323.77)	717.1
<u>OTHER FINANCING SOURCES</u>						
620-49920-62	TRANSFER TID 14-LIFT ST DEBT	.00	.00	95,693.75	95,693.75	.0
620-49930-62	RETAINED EARNINGS-(INC)-DEC	.00	.00	291,591.56	291,591.56	.0
	TOTAL OTHER FINANCING SOURCES	.00	.00	387,285.31	387,285.31	.0
	TOTAL FUND REVENUE	332,445.22	2,437,788.02	4,465,858.33	2,028,070.31	54.6

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WASTEWATER UTILITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>ADMINISTRATIVE EXPENSES</u>					
620-62810-111	10,584.08	79,725.71	159,095.72	79,370.01	50.1
620-62810-116	3,620.04	29,516.18	42,217.16	12,700.98	69.9
620-62810-154	.00	578.00	.00	(578.00)	.0
620-62810-219	2,546.25	12,286.75	10,100.00	(2,186.75)	121.7
620-62810-220	.00	12,500.00	12,120.00	(380.00)	103.1
620-62810-221	6.00	7,846.07	7,314.48	(531.59)	107.3
620-62810-222	.00	1,050.00	2,323.00	1,273.00	45.2
620-62810-224	2,944.63	9,651.31	9,236.15	(415.16)	104.5
620-62810-225	558.45	1,830.54	2,227.98	397.44	82.2
620-62810-310	433.05	5,589.79	6,565.00	975.21	85.2
620-62810-345	.00	742.70	.00	(742.70)	.0
620-62810-356	.00	.00	19,341.50	19,341.50	.0
620-62810-362	3,125.53	20,457.19	25,250.00	4,792.81	81.0
620-62810-519	.00	57,191.36	48,262.00	(8,929.36)	118.5
620-62810-610	14,200.00	1,523,007.36	1,603,007.36	80,000.00	95.0
620-62810-620	1,122.40	379,101.05	675,379.71	296,278.66	56.1
620-62810-670	.00	200.00	30,300.00	30,100.00	.7
620-62810-820	3,575.23	32,176.04	459,000.00	426,823.96	7.0
620-62810-821	.00	.00	20,000.00	20,000.00	.0
620-62810-822	.00	.00	10,100.00	10,100.00	.0
620-62810-825	.00	.00	100,000.00	100,000.00	.0
620-62810-830	.00	.00	1,998.00	1,998.00	.0
TOTAL ADMINISTRATIVE EXPENSES	42,715.66	2,173,450.05	3,243,838.06	1,070,388.01	67.0
<u>SUPERVISORY/CLERICAL</u>					
620-62820-111	500.00	67,615.35	87,945.04	20,329.69	76.9
620-62820-112	.00	.00	1,439.72	1,439.72	.0
620-62820-120	13,273.49	127,767.06	228,129.97	100,362.91	56.0
620-62820-154	220.00	1,947.92	2,750.00	802.08	70.8
620-62820-219	.00	16,072.34	8,550.00	(7,522.34)	188.0
620-62820-225	312.79	2,680.48	3,840.00	1,159.52	69.8
620-62820-310	201.61	1,004.19	3,030.00	2,025.81	33.1
TOTAL SUPERVISORY/CLERICAL	14,507.89	217,087.34	335,684.73	118,597.39	64.7
<u>COLLECTION SYS OPS & MAINT</u>					
620-62830-111	5,996.06	48,782.29	88,591.10	39,808.81	55.1
620-62830-112	92.70	1,473.60	6,371.45	4,897.85	23.1
620-62830-222	717.40	6,179.19	10,100.00	3,920.81	61.2
620-62830-295	7.48	52.91	7,400.00	7,347.09	.7
620-62830-353	.00	1,384.53	14,140.00	12,755.47	9.8
620-62830-354	442.13	1,401.35	6,565.00	5,163.65	21.4
620-62830-355	8.46	1,719.40	4,000.00	2,280.60	43.0
TOTAL COLLECTION SYS OPS & MAINT	7,264.23	60,993.27	137,167.55	76,174.28	44.5

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WASTEWATER UTILITY

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>TREATMENT PLANT OPERATIONS</u>					
620-62840-111 SALARIES/PERMANENT	3,135.06	18,831.92	59,854.92	41,023.00	31.5
620-62840-112 OVERTIME	600.60	2,809.38	6,371.45	3,562.07	44.1
620-62840-116 ON-CALL PAY	967.00	6,636.29	13,052.00	6,415.71	50.9
620-62840-118 CLOTHING ALLOWANCE	280.39	1,168.06	4,545.00	3,376.94	25.7
620-62840-222 ELECTRICITY/PLANT	11,228.31	75,853.59	141,400.00	65,546.41	53.6
620-62840-223 NATURAL GAS/PLANT	659.34	23,478.62	40,400.00	16,921.38	58.1
620-62840-310 OFFICE & OPERATING SUPPLIES	1,427.36	9,602.48	15,150.00	5,547.52	63.4
620-62840-341 CHEMICALS	580.46	22,126.42	32,000.00	9,873.58	69.2
620-62840-342 CONTRACTUAL SERVICES	.00	6,429.80	12,100.00	5,670.20	53.1
620-62840-351 FUEL EXPENSES	863.67	4,216.13	7,500.00	3,283.87	56.2
620-62840-355 TRUCK/AUTO EXPENSES	.00	.00	1,010.00	1,010.00	.0
620-62840-590 DNR ENVIRONMENTAL FEE	.00	5,676.20	7,575.00	1,898.80	74.9
TOTAL TREATMENT PLANT OPERATIONS	19,742.19	176,828.89	340,958.37	164,129.48	51.9
<u>TREATMENT EQUIP MAINTENANCE</u>					
620-62850-111 SALARIES/PERMANENT	6,317.10	40,514.84	92,701.34	52,186.50	43.7
620-62850-242 CONTRACTUAL SERVICES	40.00	50,971.50	55,800.00	4,828.50	91.4
620-62850-342 LUBRICANTS	137.20	1,598.89	3,030.00	1,431.11	52.8
620-62850-357 REPAIRS & SUPPLIES	601.47	59,702.85	21,400.00	(38,302.85)	279.0
TOTAL TREATMENT EQUIP MAINTENANCE	7,095.77	152,788.08	172,931.34	20,143.26	88.4
<u>BLDG/GROUNDS MAINTENANCE</u>					
620-62860-111 SALARIES/PERMANENT	108.04	3,727.52	12,822.70	9,095.18	29.1
620-62860-112 WAGES/OVERTIME	.00	110.40	.00	(110.40)	.0
620-62860-113 SEASONAL WAGES	1,792.00	4,864.00	15,600.00	10,736.00	31.2
620-62860-154 PROFESSIONAL DEVELOPMENT	.00	74.00	.00	(74.00)	.0
620-62860-220 STORMWATER UTILITY FEE	131.29	787.74	1,600.00	812.26	49.2
620-62860-245 CONTRACTUAL REPAIRS	300.00	5,429.73	6,000.00	570.27	90.5
620-62860-355 EQUIPMENT	.00	258.87	2,525.00	2,266.13	10.3
620-62860-357 REPAIRS & SUPPLIES	87.32	1,469.14	7,500.00	6,030.86	19.6
TOTAL BLDG/GROUNDS MAINTENANCE	2,418.65	16,721.40	46,047.70	29,326.30	36.3
<u>LABORATORY</u>					
620-62870-111 SALARIES/PERMANENT	7,956.76	69,386.96	75,269.55	5,882.59	92.2
620-62870-112 WAGES/OVERTIME	137.28	756.36	2,357.88	1,601.52	32.1
620-62870-295 CONTRACTUAL SERVICES	2,533.67	6,083.42	18,000.00	11,916.58	33.8
620-62870-310 LAB & OPERATING SUPPLIES	164.52	3,411.61	9,600.00	6,188.39	35.5
TOTAL LABORATORY	10,792.23	79,638.35	105,227.43	25,589.08	75.7

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

WASTEWATER UTILITY

	<u>PERIOD ACTUAL</u>	<u>YTD ACTUAL</u>	<u>BUDGET AMOUNT</u>	<u>VARIANCE</u>	<u>% OF BUDGET</u>
<u>POWER GENERATION</u>					
620-62880-242 CONTRACTUAL SERVICES	.00	.00	1,010.00	1,010.00	.0
620-62880-357 REPAIRS & SUPPLIES	.00	.00	1,010.00	1,010.00	.0
TOTAL POWER GENERATION	.00	.00	2,020.00	2,020.00	.0
<u>SLUDGE APPLICATION</u>					
620-62890-111 SALARIES/PERMANENT	.00	92.70	.00	(92.70)	.0
620-62890-112 WAGES/OVERTIME	.00	.00	213.15	213.15	.0
620-62890-295 CONTRACTUAL SERVICES	.00	19,660.32	79,750.00	60,089.68	24.7
620-62890-357 REPAIRS & SUPPLIES	.00	85.21	2,020.00	1,934.79	4.2
TOTAL SLUDGE APPLICATION	.00	19,838.23	81,983.15	62,144.92	24.2
TOTAL FUND EXPENDITURES	104,536.62	2,897,345.61	4,465,858.33	1,568,512.72	64.9
NET REVENUE OVER EXPENDITURES	227,908.60	(459,557.59)	.00	459,557.59	.0

CITY OF WHITEWATER
REVENUES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

STORMWATER UTILITY FUND

		PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>STORMWATER REVENUES</u>						
630-41110-63	RESIDENTIAL REVENUES	17,075.13	119,693.17	205,411.61	85,718.44	58.3
630-41112-63	COMMERCIAL REVENUES	12,373.26	86,524.98	138,442.49	51,917.51	62.5
630-41113-63	INDUSTRIAL REVENUES	6,086.37	42,604.59	73,164.30	30,559.71	58.2
630-41114-63	PUBLIC/TAX EXEMPT REVENUES	8,525.01	59,662.95	101,654.96	41,992.01	58.7
630-41115-63	PENALTIES	523.23	2,943.58	4,303.49	1,359.91	68.4
TOTAL STORMWATER REVENUES		44,583.00	311,429.27	522,976.85	211,547.58	59.6
<u>MISC REVENUES</u>						
630-42110-63	INTEREST INCOME	.00	.00	500.00	500.00	.0
630-42213-63	MISC INCOME	3,866.13	3,866.13	.00	(3,866.13)	.0
TOTAL MISC REVENUES		3,866.13	3,866.13	500.00	(3,366.13)	773.2
<u>OTHER FINANCING SOURCES</u>						
630-49930-63	RETAINED EARNINGS-(INC)-DEC	.00	.00	227,863.91	227,863.91	.0
TOTAL OTHER FINANCING SOURCES		.00	.00	227,863.91	227,863.91	.0
TOTAL FUND REVENUE		48,449.13	315,295.40	751,340.76	436,045.36	42.0

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

STORMWATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
<u>ADMINISTRATIVE/GENERAL EXPENSE</u>					
630-63300-115	5,520.05	38,476.11	64,942.75	26,466.64	59.3
630-63300-116	1,095.40	13,158.00	27,199.75	14,041.75	48.4
630-63300-120	5,254.66	40,530.14	87,186.87	46,656.73	46.5
630-63300-214	1,212.50	3,753.50	4,040.00	286.50	92.9
630-63300-220	.00	8,500.00	8,500.00	.00	100.0
630-63300-221	.00	6,160.00	6,160.00	.00	100.0
630-63300-310	228.51	2,791.94	4,040.00	1,248.06	69.1
630-63300-352	1,326.38	2,750.18	2,817.99	67.81	97.6
630-63300-362	.00	.00	2,608.47	2,608.47	.0
630-63300-519	.00	11,876.50	11,977.00	100.50	99.2
630-63300-610	.00	112,278.61	276,498.61	164,220.00	40.6
630-63300-913	.00	25,000.00	25,000.00	.00	100.0
TOTAL ADMINISTRATIVE/GENERAL EXPENSE	14,637.50	265,274.98	520,971.44	255,696.46	50.9
<u>STREET CLEANING</u>					
630-63310-111	1,612.32	9,735.66	24,152.99	14,417.33	40.3
630-63310-351	209.90	1,062.16	505.00	(557.16)	210.3
630-63310-353	.00	.00	505.00	505.00	.0
TOTAL STREET CLEANING	1,822.22	10,797.82	25,162.99	14,365.17	42.9
<u>STORM WATER MANAGEMENT</u>					
630-63440-111	2,983.36	12,726.38	17,995.64	5,269.26	70.7
630-63440-295	195.00	40,941.68	10,000.00	(30,941.68)	409.4
630-63440-320	.00	5,195.00	5,555.00	360.00	93.5
630-63440-350	446.45	1,071.23	5,050.00	3,978.77	21.2
630-63440-590	.00	2,000.00	2,020.00	20.00	99.0
630-63440-820	2,898.62	21,744.81	90,000.00	68,255.19	24.2
TOTAL STORM WATER MANAGEMENT	6,523.43	83,679.10	130,620.64	46,941.54	64.1
<u>COMPOST SITE/YARD WASTE EXP</u>					
630-63600-111	2,367.76	27,318.77	60,950.69	33,631.92	44.8
630-63600-113	1,116.50	4,078.00	.00	(4,078.00)	.0
630-63600-310	.00	.00	6,060.00	6,060.00	.0
630-63600-351	223.78	656.47	2,525.00	1,868.53	26.0
630-63600-352	.00	5,463.92	5,050.00	(413.92)	108.2
TOTAL COMPOST SITE/YARD WASTE EXP	3,708.04	37,517.16	74,585.69	37,068.53	50.3
TOTAL FUND EXPENDITURES	26,691.19	397,269.06	751,340.76	354,071.70	52.9

CITY OF WHITEWATER
EXPENDITURES WITH COMPARISON TO BUDGET
FOR THE 7 MONTHS ENDING JULY 31, 2023

STORMWATER UTILITY FUND

	PERIOD ACTUAL	YTD ACTUAL	BUDGET AMOUNT	VARIANCE	% OF BUDGET
NET REVENUE OVER EXPENDITURES	21,757.94	(81,973.66)	.00	81,973.66	.0



Common Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Housing market study

Staff Contact (name, email, phone): Chris Bennett – cbennett@whitewater-wi.gov – (262) 473-0143

BACKGROUND

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

The city applied for, and received, a grant through the Heartland Housing Initiative for Housing Development Services in Dodge and Jefferson counties. The city worked with ThriveED Housing Development Services, which is based in Jefferson County, in securing the grant and choosing a vendor for the study. Schaumburg, IL-based Tracy Cross & Associates, Inc. executed the study on behalf of the Cedar Corporation in Green Bay.

The Introduction and Work Plan at the beginning of the study detail the background and approach take in preparing the study. The study analyzes the city's demographics and needs, and makes recommendations for future housing construction – both owner-occupied and rental units.

Erik A. Doersching, President & CEO of Tracy Cross & Associates, is going to provide a presentation of the study.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

No previous action is reported on this topic.

FINANCIAL IMPACT

(If none, state N/A)

To the city – N/A. Grant dollars funded the study.

STAFF RECOMMENDATION

Presented as a staff report.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. The study is included.

Residential Market Analysis
-- Strategy Planning Guidelines --
Whitewater, Wisconsin

Prepared on behalf of:

Cedar Corporation
1695 Bellevue Street
Green Bay, WI 54311

June 30, 2023



TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS
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SCHAUMBURG, IL 60173
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TRACY CROSS & ASSOCIATES, INC.
REAL ESTATE MARKET ANALYSIS

INTRODUCTION

At the request of Cedar Corporation, *and on behalf of the City of Whitewater*, Tracy Cross & Associates, Inc. evaluated the market potential for conventional residential development in Whitewater, Wisconsin. Specifically focusing upon new construction market rate housing opportunities throughout the municipality, this analysis establishes the following:

- Conclusions regarding the depth of market for new housing development throughout Whitewater based upon pertinent economic, demographic, and residential trends which define the marketplace.
- Conclusions regarding highest-and-best residential uses within the city over the next 5+ years. These conclusions are based upon factors associated with the location of Whitewater, depth of market, demographic and socio-economic characteristics of existing and future households, and the alignment of residential developments, both existing and planned.
- Detailed recommendations regarding those conventional housing forms viewed to hold measurable market support near- to mid-term. Investigative uses range from multifamily rental apartments to all forms of for sale housing such as condominiums, townhomes/rowhomes, single family, etc. These recommendations address specific product types, plan styles/sizes, features/amenities, etc., along with benchmark rent/pricing strategies necessary to achieve acceptable levels of absorption. Please note that these recommendations will focus on all segments of the conventional market ranging from younger (entry level) profiles to active adult (55+) households.
- A detailed development matrix outlining the most marketable mix of residential uses in order to facilitate/inform future planning efforts, architecture, financial modeling, approvals, marketing, builder/developer participation, etc.
- A geographic positioning strategy for the introduction of new housing development in Whitewater.

WORK PLAN

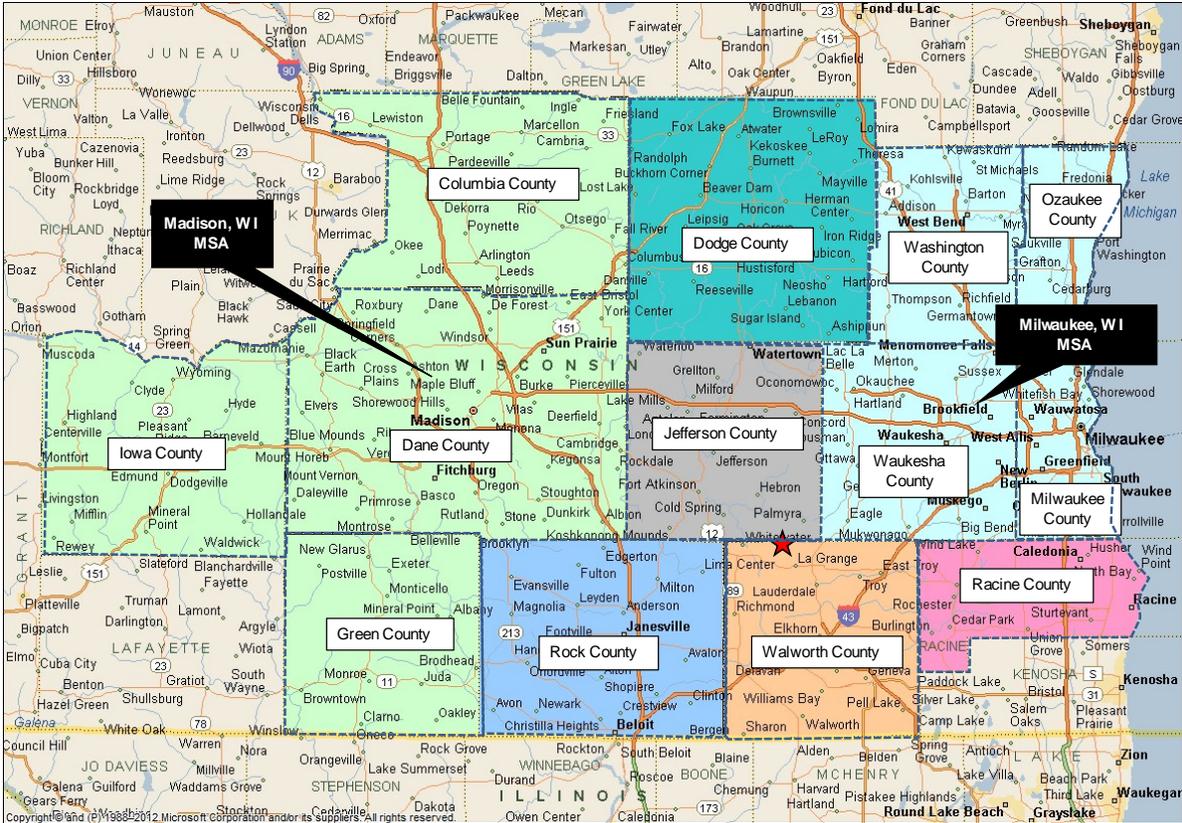
The work plan for this assignment involved a series of inter-related research investigations as summarized below:

- A thorough investigation of Whitewater and surrounding areas to determine geographic boundaries of the local market area; identify factors which may impact residential potentials within the municipality; and examine areas that may be suitable for residential development.
- A detailed analysis of all relevant employment, demographic, and residential trends/statistics including a comprehensive evaluation of key socio-economic and income variables of area households.
- A thorough assessment of both the rental apartment and for sale sectors of the local housing market (and adjoining areas as applicable).
- A demand forecast for residential development in and around Whitewater over the next 5+ years.
- A case study evaluation of “like” residential initiatives throughout similar markets in the Midwest in order to assess trends, products, performance levels, etc.

WHITEWATER, WISCONSIN

Whitewater is a self-contained city situated in southern Wisconsin straddling the Jefferson County/Walworth County line. It is located between the four-county Milwaukee, WI Metropolitan Statistical Area (MSA) and the four-county Madison, WI MSA. It is also proximate to both Rock County to the southwest and Racine County to the southeast. One of the driving forces behind Whitewater’s economy is the University of Wisconsin-Whitewater with a total enrollment of nearly 10,500 students and over 2,300 full-time employees. According to estimates by Environics Analytics through its review of Census data and the Census Bureau’s American Community Surveys, the city of Whitewater currently supports an overall population base of 15,032 persons distributed among 4,867 households, although these figures drop by +/-40 percent once Census-counted students are excluded from the estimates.

GEOGRAPHIC DELINEATION OF WHITEWATER AND SURROUNDING AREAS

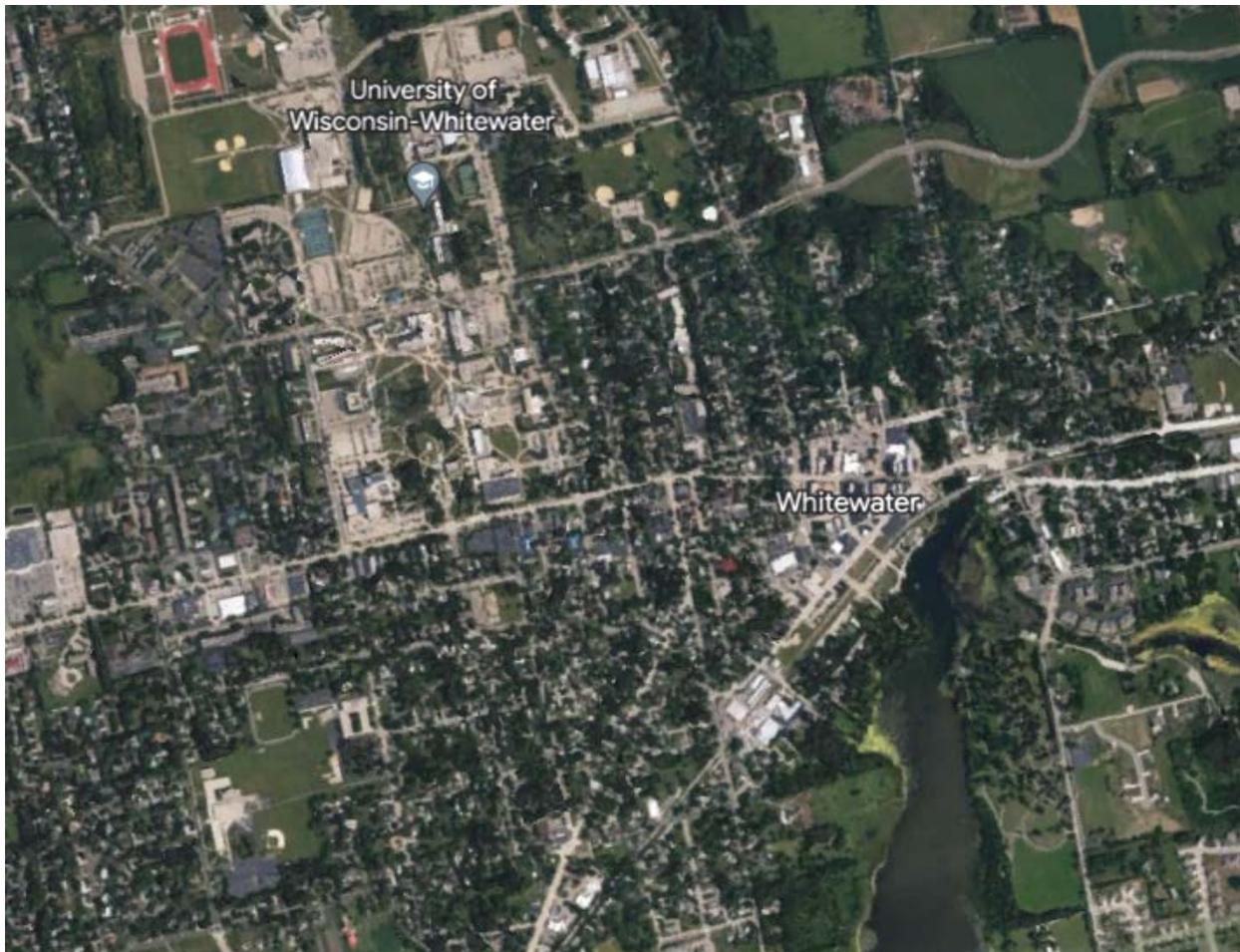


Source: Microsoft Streets & Trips and Tracy Cross & Associates, Inc.

Whitewater maintains a quaint, yet vibrant downtown area with shops, services, eateries, night spots, civic venues, concentrations of employment, and open space. Feathering out from the downtown area in all directions are the UW-Whitewater campus; various residential neighborhoods; additional shopping and services; various employment centers; and local public schools. Referencing the local school system, three public elementary schools, one middle school and one high school are represented within the Whitewater Unified School District. Lakeview Elementary School, Lincoln Elementary School, Whitewater Middle School and Whitewater High School recently received accountability scores that earned them all a “meets expectations” ranking from the Wisconsin Department of Public Instruction. Washington Elementary School, however, earned an “Exceeds Expectations” ranking based upon recent accomplishments and test scores.

As mentioned, Whitewater is a “college town” with the University of Wisconsin-Whitewater located just northwest of the downtown area. UW-Whitewater is a public institution founded over 150 years ago. Undergraduate enrolment totals nearly 8,800, with another 1,700+/- graduate students represented. The campus size is roughly 400 acres. UW-Whitewater offers a wide range of degree programs through its College of Arts and Communications; Business and Economics; Education and Professional Sciences; and Letters and Sciences divisions. It also offers master’s degrees in about a dozen fields. Students at UW-Whitewater can join more than 170 campus organizations, 15+ fraternities and sororities, and student government. Student athletes can play at the intramural, club or varsity levels. At the varsity level, more than 20 teams are members of the NCAA Division III Wisconsin Intercollegiate Athletic Conference (WIAC).

UW-Whitewater recently received a Top 50 ranking (among all regional universities throughout the entire Midwest) from U.S. News.



The city of Whitewater is well-served by local and regional transportation systems, primarily US-12, which is accessible within minutes from most points within the city. This highway connects with Interstate 43 in East Troy roughly 17 miles to the east which, in turn, provides linkage to the Milwaukee metropolitan region. To the west, US-12 runs through Fort Atkinson and Cambridge, where it connects with US-18 leading to the Madison metropolitan area. In addition, WI-59, which also traverses Whitewater, provides access to the western suburbs of Milwaukee to the northeast and the Janesville area of Rock County to the southwest.

Residentially (and excluding student-based housing at the university), the city of Whitewater is characterized by an aging housing stock. Specifically, over 76 percent of all housing units within the municipality were constructed prior to 2000 including 50 percent prior to 1980. In addition, according to the Census Bureau’s C-40 construction reports, less than 20 new dwelling units, on average, have been built annually in Whitewater over the last five years.

HOUSING POTENTIALS

Based upon a detailed analysis of those economic, demographic, residential and demand-related variables expected to influence the introduction of new housing in Whitewater over the next several years, *opportunities do exist* for properly positioned conventional product. This favorable conclusion is supported by the following key factors, which lay the foundation for the recommendations that follow:

- ❑ Despite the limited amount of new construction housing development in the city of Whitewater over the past five years (as measured by residential building permit activity), there are clear market indicators that new housing products are needed in and around the municipality – and that the strategic positioning of new residential offerings throughout the city of Whitewater could help satisfy demand both internally and within a broader market area. From a very practical standpoint, future housing development will derive its demand support from both the host city of Whitewater and from nearby areas within a reasonable distance of the municipality, i.e., within a 15-mile radius. Defined for the purposes of this analysis as the Whitewater Market Area, a sizeable population base of 108,429 (excluding Census-counted college students) is reflected within a 15-mile radius of Whitewater, distributed among some 42,720 households. This area includes portions of Walworth, Jefferson, Rock and Waukesha counties and primarily the communities of Whitewater, Fort Atkinson, Palmyra, Jefferson, Milton, Elkhorn, Hebron, Sullivan and Eagle, along with several other smaller jurisdictions and unincorporated areas. As highlighted in the following table, household additions in the defined Whitewater Market Area were generally healthy during the 2010-2020 period totaling 1,915, or 197 yearly. And, while not immune to recent Covid-19 pandemic, the market area still recorded positive household gains between 2020 and 2023, i.e., 453 total or 151 per year. Moreover, household growth in the Whitewater Market Area over the next five years will total another 1,277 new households, or 255 annually. As a result, the market area will approach the 44,000-household level by 2028.

**POPULATION AND HOUSEHOLD TRENDS
WHITEWATER MARKET AREA**

Area	2010	2020	2023 (Estimate)	2028 (Projected)	Average Annual Change		
					2010 - 2020	2020 - 2023	2023 - 2028
Population							
Whitewater Market Area	105,774	107,845	108,429	109,912	+207	+195	+297
Households							
Whitewater Market Area	40,352	42,267	42,720	43,997	+192	+151	+255

Source: U.S. Census Bureau, Environics Analytics and Tracy Cross & Associates, Inc.

- Relative to households by age classification, not only is there a rather large base of existing households in most of the market area's various age categories, but all segments show growth over the next five years – led by those households between the ages of 65 and 74.

**HOUSEHOLD GROWTH BY AGE GROUP
-- WHITEWATER MARKET AREA --**

Age Range	Whitewater Market Area	
	2023	2028
Under 35	7,855	8,102
35-44	6,386	6,420
45-54	7,038	7,087
55-64	8,540	8,599
65-74	7,516	8,153
75-84	3,862	4,009
85 and over	1,523	1,627
Total	42,720	43,997

Source: Environics Analytics: 2023 Demographic Snapshot

- The current composition of area households lends additional support to the development of a variety of residential product forms throughout the Whitewater Market Area. As highlighted in the adjacent table, there is an ample number of one- and two-person households for both market rate (non-student oriented) rental housing and for sale attached products such as duplexes, condominiums and/or townhomes, and also a significant number of three- and four-person households for certain attached for sale housing products as well as single family detached residences.

Most notable among all household classifications are one- and two-person occupied housing units which, together, comprise 63.5 percent of the market area's total household base.

**2023 COMPOSITION OF AREA HOUSEHOLDS:
WHITEWATER MARKET AREA**

Attribute	Whitewater Market Area
Total Households	42,720
1-Person Household	11,008
2-Person Household	16,119
3-Person Household	6,676
4-Person Household	5,182
5-Person Household	2,206
6 or More Person Household	1,529
1 Person Households	
Percent	25.8
Number	11,008
2 Person Households	
Percent	37.7
Number	16,119

Source: Environics Analytics; 2023 Demographic Snapshot

- Households in the Whitewater Market Area support slightly higher incomes than the nation as a whole as evidenced by an estimated 2023 median of \$77,314, a level 7.6 percent above the \$71,852 median noted for the United States. *Upon close examination of area incomes in the host market area, 53 percent of all current households earn between \$35,000 and \$124,999 annually, which represents the mainstream of the market, i.e., those earning between 50 and 150+ percent of the market area’s median. This signifies the threshold of the market and a target point where new housing should, for the most part, be directed.*

**HOUSEHOLDERS BY AGE AND INCOME: 2023
-- WHITEWATER MARKET AREA --**

Income Range	Number of Households by Age of Householder							
	Total Households	Under 35	35 - 44	45 - 54	55 - 64	65 - 74	75 - 84	85 and Over
Under \$15,000	2,748	879	106	204	398	545	388	228
15,000 - 24,999	2,606	592	154	220	395	526	446	273
25,000 - 34,999	3,804	809	361	344	488	856	671	275
35,000 - 49,999	4,518	698	520	509	745	1,096	680	270
50,000 - 74,999	7,076	1,630	1,036	918	1,176	1,401	681	234
75,000 - 99,999	6,123	1,140	1,017	1,162	1,427	938	339	100
100,000 - 124,999	5,009	784	1,079	1,060	1,111	683	243	49
125,000 - 149,999	3,865	553	765	895	985	463	165	39
150,000 - 199,999	3,577	533	828	795	828	441	120	32
200,000 and Over	3,394	237	520	931	987	567	129	23
Total	42,720	7,855	6,386	7,038	8,540	7,516	3,862	1,523
Median	\$77,314	\$63,832	\$99,988	\$103,643	\$93,499	\$62,001	\$43,657	\$34,435

Sources: U.S. Bureau of the Census; Envionics Analytics; and Tracy Cross & Associates, Inc.

- Residentially, the Whitewater Market Area has recorded an average of 229 building permits annually since 2000 ranging from a recessionary-impacted low of 56 units in 2012 to a high of 595 units in 2002 (see **Exhibit 1**). Most recently, the market area registered an average of 182 residential permit authorizations annually during the five-year period from 2015 through 2019 period (prior to the pandemic), up 60.4 percent compared to average annual volumes posted during the five years prior, albeit still well below construction volumes realized during the 2000-2007 period when more ample supply was available and market conditions were stronger.

Of particular note is the fact that home building activity within the Whitewater Market Area regressed during the 2020-2022 period with just 85 units permitted annually market-wide, a drop of more than 50 percent compared to the pace set between 2015 and 2019. This resulted primarily from a building hiatus during a portion of the pandemic, coupled with supply chain issues which caused a dramatic increase in construction costs. All told, the limited amount of new residential construction recently is having a significant impact on the housing market today, a housing market where demand is exceeding supply. This will be emphasized in more detail later in this report.

- Despite the recent decline in residential construction, new housing is entering the market, albeit at a slower pace than it should. With this said, the current amount of new home construction that is occurring, coupled with positive levels household growth recently, has been fostered by economic activity in the three primary counties that encompass/surround the defined market area. While one cannot discount the effect that the Great Recession had on the area’s economy, along with the recent Covid-19 pandemic, employment growth throughout the combined area of Jefferson, Rock

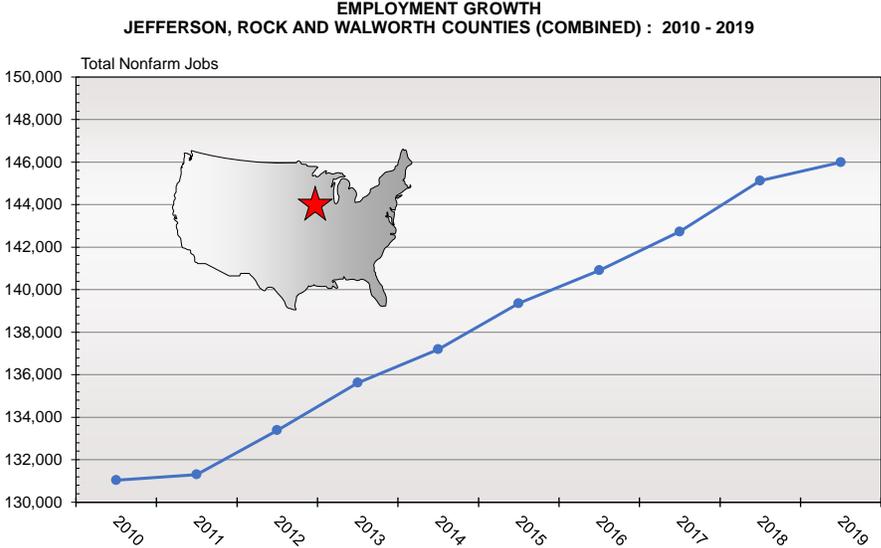
RESIDENTIAL BUILDING PERMIT TRENDS
WHITEWATER MARKET AREA
2000 - 2022

1

Year	Total	Single Family	Multi-Family
2000	445	257	188
2001	391	199	192
2002	595	245	350
2003	505	335	170
2004	573	390	183
2005	431	358	73
2006	313	225	88
2007	234	133	101
2008	145	89	56
2009	121	71	50
2010	63	52	11
2011	67	38	29
2012	56	38	18
2013	84	56	28
2014	90	48	42
2015	196	78	118
2016	151	117	34
2017	216	125	91
2018	170	136	34
2019	175	121	54
2020	110	94	16
2021	76	70	6
2022	69	61	8
Averages			
2000 - 2022	229	145	84

Source: U.S. Department of Commerce, Bureau of the Census: *C-40 Construction Reports*

and Walworth counties was strong during the 2010-2019 period. For example, after losing roughly 6.0 percent of its total nonagricultural wage and salary employed workforce from 2007 through 2009 (the heart of the Great Recession), the three-county area saw its job rosters increase by 14,953 total workers during the subsequent 2010-2019 period, or 1,661 annually.



Source: U.S. Department of Labor, Bureau of Labor Statistics

More recently, the three-county area, like practically every part of the country, was affected by the coronavirus pandemic and ensuing economic constraints, compounded by lockdowns and periods of social unrest. Specifically, in 2020, the three selected counties experienced year-over-year job losses of 7,865 or 5.4 percent of total nonfarm employment, which compares with the 5.8 percent contraction witnessed nationwide during the same 12-month period. On a more positive note, however, the three-county area’s economic recovery was in full swing in 2021 and 2022 – *erasing most of the job losses experienced during the pandemic.*

Fostered by a stable economy, and on the heels of expected household growth, construction requirements for new housing in the Whitewater Market Area will average 400 units annually during the 2023-2028 timeframe. This 400-unit forecast can be tied specifically to household growth levels estimated at 255 per annum through 2028, along with 145 units representing the replacement of residences lost to demolition and abandonment and the need to provide a vacancy allowance for filtering or movement from one residence to another.

**RESIDENTIAL ABSORPTION POTENTIALS BY PRODUCT TYPE
-- WHITewater MARKET AREA --
2023 - 2028**

Product Type	Annual	Total Through 2028
Total	400	2,000
For Sale	225	1,125
Single Family Detached	150	750
Townhome/Duplex/Condominium	75	375
For Rent	175	875

Source: Tracy Cross & Associates, Inc.

- ❑ Given supply-side constraints throughout the market (which will be discussed in the following sections of the report), it is highly likely that demand will exceed supply near term, especially in the for sale sector, but also among multifamily rental forms as well. This market reality represents an opportunity for conventional housing initiatives across the market area (and Whitewater in particular), if properly planned and executed.

- ❑ Moreover, not only is “derived demand” likely to outstrip supply near term, but the overall base of residential construction requirements could actually be *higher* during any given year where properly positioned supply is made available. This *upside potential* factors pent-up demand; additional household growth if properly positioned development were actually to occur; the limited amount of new construction housing alternatives throughout the market (again, to be discussed later); and spillover potentials from areas outside the defined market area.

- ❑ Conditions in the competitive marketplace also point to *new construction* development opportunities, and fully signify the supply-side constraints that exist. For instance, in the rental sector (and excluding all student-oriented housing serving UW-Whitewater), just six apartment communities (of relative scale) have been constructed in the entire Whitewater Market Area since 2000, yet there are over 8,000 “non-student” renter households within a 15-mile radius of Whitewater. As such, current renter households have limited new product to choose from. The six newer developments, which are located in either the city of Whitewater itself or in Elkhorn to the southeast, include Lakeside Townhomes (28 Units), Springbrook (44 units), Waters Edge (48 units), Market Street Village (66 units), Meadow Blossom (112 units) and Bluff Ridge (120 units). As highlighted in the following text table, these six communities are all 100 percent occupied with waiting lists. With no current vacancies at any of the surveyed developments, the local conventional apartment market is considered *extremely tight and undersupplied*. For reference, in a normal (or balanced) market, vacancies of 5.0 to 6.0 percent are typically required for filtering, or movement between developments.

**CONVENTIONAL APARTMENT COMMUNITIES OF REASONABLE SCALE CONSTRUCTED IN 2000 OR LATER
WHITWATER MARKET AREA
JUNE 2023**

Development	Municipality	Year Built	Total Units	Number Vacant	Percent Vacant	Average Unit Size (Sq. Ft.)	Average Posted Base Monthly Rent	
							\$	\$/Sq. Ft.
Lakeside Townhomes	Whitewater	2014	28	0	0.0	1,670	\$1,600	\$0.96
Springbrook ⁽¹⁾	Whitewater	2008	44	0	0.0	806	1,363	1.69
Water's Edge	Whitewater	2008	48	0	0.0	1,057	1,290	1.22
Bluff Ridge	Whitewater	2005	120	0	0.0	1,360	1,387	1.02
Main Street Village	Elkhorn	2003	66	0	0.0	1,238	1,334	1.08
Meadow Blossom	Elkhorn	2001	112	0	0.0	1,163	1,033	0.89
Total/Weighted Avg.	---	---	418	0	0.0	1,216	\$1,284	\$1.06

⁽¹⁾ May get one or two students a year, but is not a student-oriented community.

Source: Tracy Cross & Associates, Inc.

- ☐ Just outside the defined Whitewater Market Area, similar market conditions exist. For example, expanding the competitive market area to include communities such as Cambridge, East Troy, Lake Mills, Mukwonago, and Whales, just 10 apartment communities of a larger scale, i.e., 50 more total units each, have been constructed since 2000 in this broad geographic area. Among these, the current vacancy rate stands at just 0.2 percent among stabilized developments with most communities, again, at 100 percent occupancy with waiting lists. In addition, the newest community in the market, which is undergoing its initial absorption period, Summer Ridge in Lake Mills, is doing so at a healthy rate of 8.8 units per month.

**APARTMENT COMMUNITIES (OF LARGER SCALE) CONSTRUCTED IN 2000 OR LATER
EXPANDED WHITEWATER MARKET AREA
JUNE 2023**

Development	Municipality	Year Built	Total Units	Number Vacant	Percent Vacant (Absorption Rate in Units)	Average Unit Size (Sq. Ft.)	Average Posted Base Monthly Rent	
							\$	\$/Sq. Ft.
The Vineyards at Cambridge	Cambridge	2018	70	0	0.0	835	\$1,267	\$1.52
Honey Creek	East Troy	2006	274	0	0.0	1,027	1,277	1.24
Lofts at Honey Creek ⁽¹⁾	East Troy	2022	120	0	0.0	991	1,498	1.51
Wildwood	East Troy	2001	80	0	0.0	1,373	1,466	1.07
Pond View	Lake Mills	2004	60	1	1.7	1,250	1,300	1.04
Rock Creek	Lake Mills	2019	144	1	0.7	929	1,503	1.62
Summer Ridge ⁽²⁾	Lake Mills	2023	56	36	64.3(8.8/Mo.)	1,035	1,650	1.59
Lincolnshire Place	Wales	2015	100	0	0.0	1,059	1,520	1.44
Phantom Woods Estates	Mukwonago	2017	68	0	0.0	1,193	1,487	1.25
The Pointe	Mukwonago	2020	89	0	0.0	968	1,270	1.31
Total/Weighted Avg.	---	---	1,061 / 1,005⁽³⁾	38 / 2⁽³⁾	3.6 / 0.2⁽³⁾	1,045	\$1,403	\$1.34

⁽¹⁾ Development has an additional phase of 60 units under construction.
⁽²⁾ Community is still undergoing its initial absorption period.
⁽³⁾ Excludes community still undergoing its initial absorption period.

Source: Tracy Cross & Associates, Inc.

- ☐ As it relates to the ownership sector of the market, supply-side constraints are also apparent, especially for moderately priced mainstream product. Overall, new construction for sale development throughout the Whitewater Market Area is generally characterized by smaller- to modest-scale broker- or builder-represented communities reflecting conventional single family and, to a lesser degree, duplex/townhome/condominium subdivisions or scattered-lot developments. The communities that do exist are directed to both primary and lifestyle consumer segments which (in many cases) have been marketed in phases over extended periods of time (and most recently at higher price points). In other words, there are limited developments of *scale* actively marketing new units in “properly priced” proprietary communities throughout the area, with new for sale product especially limited in Whitewater.

- ❑ In the entirety of the Whitewater Market Area, single family building permits which include single family detached homes as well as single-address townhomes, duplexes, and condominium/villa units, have averaged below 100 units annually over the last few years, despite demand potentials being stronger. This lack of new construction for sale development activity is due, in large part, to the higher price points that now accompany most newly built for sale homes which, in turn, has resulted in more modest sales volumes. In fact, most individual subdivisions throughout the market area are generating sales volumes of just 3-6 homes per year.

- ❑ Overall, new construction **single family detached** closing activity in the Whitewater Market Area has been on the decline over the last three years, a result of limited supply and higher prices. As highlighted in the following text table, the number of new construction single family detached homes sold/closed in the Whitewater Market Area (through the local multiple listing service) dropped from 41 in 2021 to 34 in 2022. Moreover, annual closings for 2023 are on pace to hit just 26 units – and at a median sales price exceeding \$410,000.

**NEW CONSTRUCTION SINGLE FAMILY CLOSINGS
WHITEWATER MARKET AREA
2021-MAY 2023**

Price Range	2021		2022		Jan-May 2023 (Annualized)	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$200,000	1	2.4	---	---	---	---
200,000 - 249,999	1	2.4	1	2.9	---	---
250,000 - 299,999	7	17.1	1	2.9	2	7.7
300,000 - 349,999	12	29.3	8	23.6	6	23.0
350,000 - 399,999	10	24.5	9	26.5	4	15.4
400,000 - 449,999	5	12.2	6	17.7	4	15.4
450,000 - 499,999	2	4.9	4	11.8	2	7.7
500,000 - 549,999	1	2.4	1	2.9	2	7.7
550,000 - 599,999	1	2.4	1	2.9	2	7.7
600,000 - 699,999	1	2.4	1	2.9	2	7.7
700,000 & Above	---	---	2	5.9	2	7.7
Total	41	100.0	34	100.0	26	100.0
Median	----- \$347,951 -----		----- \$388,867 -----		----- \$412,661 -----	
Avg. Days on Market	----- 48 -----		----- 49 -----		----- 77 -----	

Source: Southeast Wisconsin Multiple Listing Service

Please note that new construction closings recorded by the multiple listing service do not include all proprietary subdivision activity among single family developments, especially where individual lots are sold directly to the end consumer, who in turn, builds a semi-custom or custom home. However, activity through the multiple listing service does represent “the majority.”

- ❑ While the limited amount of new single family development (of scale) is keeping volumes in the more modest ranges, especially when demand is stronger, so, too, is the overall higher price position of the new construction homes being built. In fact, with the median price of a new single family closing (as recorded through the multiple listing service) standing at \$412,661 during the first

five months of 2023, there is a disconnect with the distribution of household incomes, which is putting pressure on the existing home market, i.e. the resale sector. For example, the median closing price among new construction units in the Whitewater Market Area is roughly \$120,000 higher than that of a resale counterpart. As a result, prices in the existing home market have also been increasing and the average “days on market” are *extremely low*. As highlighted in the following text table, the average market time of an older-stock single family resale closing during the January-May 2023 period stood at just 19 days, down from 23 days in 2022 and 26 days in 2021. For reference, the typical marketing time for a resale home in the Midwest ranges from 72-90 days. In the city of Whitewater, the average market time of a single family resale during the last five months stood at just 18 days showing a slightly faster rate of sale than the market as a whole.

**SINGLE FAMILY RESALE CLOSINGS
WHITEWATER MARKET AREA
2021-MAY 2023**

Price Range	2021		2022		Jan-May 2023 (Annualized)	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$150,000	76	8.4	38	4.7	19	3.1
150,000 - 199,999	155	17.1	115	14.3	79	13.1
200,000 - 249,999	177	19.5	144	17.9	115	19.1
250,000 - 299,999	151	16.6	151	18.7	103	17.1
300,000 - 349,999	105	11.6	123	15.2	84	13.9
350,000 - 399,999	75	8.3	82	10.2	72	12.0
400,000 - 449,999	46	5.1	42	5.2	48	8.0
450,000 - 499,999	25	2.8	25	3.1	26	4.3
500,000 - 549,999	25	2.8	15	1.9	17	2.8
550,000 - 599,999	23	2.5	17	2.1	10	1.7
600,000 - 699,999	20	2.2	24	3.0	7	1.2
700,000 & Above	29	3.1	30	3.7	22	3.7
Total	907	100.0	806	100.0	602	100.0
Median	----- \$265,059 -----		----- \$285,026 -----		----- \$292,982 -----	
Avg. Days on Market	----- 26 -----		----- 23 -----		----- 19 -----	

Source: Southeast Wisconsin Multiple Listing Service

- In the **duplex/condominium/townhome** sector, a similar condition exists in the Whitewater Market Area relative to pricing differentials between new construction units and resales. As highlighted in the following text table, there are typically between 10 and 20 new attached units being sold annually market-wide through the multiple listing service, again a modest volume because of limited supply in this sector, coupled with price points that are now exceeding \$365,000 on average.

**NEW CONSTRUCTION DUPLEX/CONDOMINIUM/TOWNHOME CLOSINGS
WHITEWATER MARKET AREA
2021-MAY 2023**

Price Range	2021		2022		Jan-May 2023 (Annualized)	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$150,000	---	---	---	---	---	---
150,000 - 199,999	---	---	---	---	---	---
200,000 - 249,999	1	12.5	---	---	---	---
250,000 - 299,999	1	12.5	1	5.6	2	15.4
300,000 - 349,999	6	75.0	5	27.8	2	15.4
350,000 - 399,999	---	---	10	55.5	7	53.8
400,000 - 449,999	---	---	2	11.1	2	15.4
450,000 & Above	---	---	---	---	---	---
Total	8	100.0	18	100.0	13	100.0
Median	----- \$316,666 -----		----- \$364,954 -----		----- \$367,843 -----	
Avg. Days on Market	----- 39 -----		----- 62 -----		----- 55 -----	

Source: Southeast Wisconsin Multiple Listing Service

- ☐ The higher price position found in the new construction attached sector is, again, putting pressure on the existing home market as evidenced by duplex/condominium/townhome resale closings averaging just 17 days on market during the January-May 2023 period, down from 34 days in 2021. As highlighted in the following text table, the difference in price between typical resale and new construction attached sector units now stands at more than \$140,000.

**DUPLEX/CONDOMINIUM/TOWNHOME RESALE CLOSINGS
WHITEWATER MARKET AREA
2021-MAY 2023**

Price Range	2021		2022		Jan-May 2023 (Annualized)	
	Number of Closings	Percent of Total	Number of Closings	Percent of Total	Number of Closings	Percent of Total
Under \$150,000	5	5.4	2	3.3	---	---
150,000 - 199,999	47	50.5	24	40.0	17	35.4
200,000 - 249,999	20	21.5	12	20.0	14	29.1
250,000 - 299,999	14	15.1	7	11.7	5	10.4
300,000 - 349,999	3	3.2	9	15.0	7	14.6
350,000 - 399,999	1	1.1	3	5.0	3	6.3
400,000 & Above	3	3.2	3	5.0	2	4.2
Total	93	100.0	60	100.0	48	100.0
Median	----- \$194,157 -----		----- \$216,749 -----		----- \$225,085 -----	
Avg. Days on Market	----- 34 -----		----- 18 -----		----- 17 -----	

Source: Southeast Wisconsin Multiple Listing Service

- ❑ The limited amount of *new construction* housing product in the overall market, especially at mainstream price points, i.e., more in-line with typical “new versus resale” differentials, is also having an impact on inventory levels. For example, among all residential resales in the market (both detached and attached excluding new construction), inventory levels are low. For example, with only 153 single family and duplex/condominium/townhome listings reported on June 1, 2023, and with closing activity (among all product types) totaling 866 units in 2022, resale inventory levels in the Whitewater Market Area stand at just 2.12 months, which falls below the typical four-month inventory period that exists in more normal, or balanced, existing home markets.
- ❑ Finally, according to planning and zoning officials throughout the Whitewater Market Area (including the city of Whitewater), there is not enough residential development in the planning pipeline at this time to satisfy demand – another factor supporting the need for more housing.

A PLANNING STRATEGY: THE PRODUCT

As summarized in previous paragraphs, future residential development potentials in Whitewater and surrounding areas are clearly evident. In other words, the city of Whitewater is *well suited* for the introduction of new *market rate* residential development over the next 5+ years including conventional “non-student” rental offerings and various forms of for sale housing. This favorable conclusion is based upon: 1) more than adequate demand support for a variety of new construction housing alternatives; 2) notable supply-side constraints; 3) an ample base of existing (and future) households with strong demographic profiles; 4) tightness (and certain disjointedness) in both the rental and for sale sectors of the market; 5) good schools; 6) in-place employment, transportation, shopping/services, recreation, etc.; and 7) the opportunity to introduce new and differentiated housing product in a market where such product is needed.

Because supply-side issues throughout the Whitewater Market Area are largely driven by the type of product being offered, together with current density allocations for such product (and the cost to produce it), the City of Whitewater must think *strategically* in order guide future development initiatives that can bridge the gap that exists between area incomes/resales and new residential development, especially in the for sale sector. This initiative will take a great deal of effort relative to planning, development, and implementation, simply because it deviates from the market norm. However, the City of Whitewater is in a unique position to truly guide future residential development efforts in a direction of discipline and insight as it relates to specific products that meet the demands of the market relative to unit types/styles, densities, and most importantly, rent/price positioning.

With this said, the following bullet-point summary provides very specific (and detailed) guidelines for establishing the most practical and marketable *hierarchy* of conventional/mainstream housing over the next several years with a logical continuum of six separate and distinct product lines:

- ❑ Mirroring a number of successful mainstream apartment communities throughout the Midwest, including southern Wisconsin, strong consideration should be given to the introduction of two different market rate rental housing series, one consisting of a two-story garden-style walkup idiom directed to all renter households and the other representing a value-oriented ranch villa program targeting the active adult aged 55-74, but not restricted to this segment since other profiles will find this product desirable. Together, these two product forms, which are extremely efficient and cost effective to build, will allow for a broad and varied mix of unit types, sizes, and rents capable of penetrating the threshold of mainstream conventional renter households in the marketplace – and those emanating to Whitewater in the years to come. In other words, the introduction of these two new construction product lines in Whitewater would allow the full breadth of mainstream renter profiles to be targeted. These include Millennials, also known as Echo Boomers or Generation Y, along with Centennials, also known as Generation Z (i.e., younger singles and couples without

children), together with traditional and non-traditional households such as divorcees, middle-age singles, never-nested couples, singles living together as couples in a roommate condition, young families, etc., and, of course, the move-down empty-nester/active adult/pre-retiree/retiree aged 55 to 74 – a segment which shows substantial growth near term.

- ❑ The **two-story garden apartment program** would consist of a “private entry” product with a component of attached, direct-access garages. In this regard, one of the most successful garden-style developments in the Midwest (and in other portions of southern Wisconsin) consists of a series of eight-unit buildings (each with four direct-access one-car garages) or 16-unit buildings (each with eight direct-access one-car garages). With just 50 percent direct-access garages suggested per structure, two different versions of the garden apartment building should be designed in order for each of the individual floorplans to be offered *with a direct access garage* in one of the two building types. By following this formula, each plan offering would have a 50 percent representation of direct-access one-car garages.



- ❑ Individual designs for the garden apartment product should be broad and varied consisting of eight (8) plan offerings including one-, two- and three-bedroom options ranging in size from 600 to 1,250 square feet. Please note that this product line would also be accompanied by buildings with optional detached garages. As such, renter profiles could elect either surface parking only; a detached garage; or a unit with an attached garage, thus giving future residents a full continuum of rental options to choose from as it relates to their choice of parking cast against their desired (or needed) monthly payment based upon income. This scenario will also provide competitive consistency with other developments in the market, current and future.

- ❑ If elevated properly, the two-story garden apartment buildings (and the separate structures with detached garages) can exemplify tasteful suburban architecture and be very complimentary to other development initiatives (including for sale products) throughout Whitewater.

- ❑ The **ranch villa apartment program**, which would target households aged 55+, although not be restricted to this consumer segment, would consist of direct-entry single-level ranch-type townhome plans, each with a one-car attached garage. Modeled, in part, after very successful empty nester ranches in Watertown, Wisconsin (and other parts of the Midwest), this product line would consist of four different plan designs ranging from a one-bedroom residence at 725 square feet to a three-bedroom unit with 1,275 square feet. This product line would be configured in 3-, 4-, 5- and 6-unit buildings (duplexed where necessary).



- ❑ Mirroring competitive counterparts overall, size increments between floorplans (for both rental products) should not exceed 200 square feet (and be narrower in most instances). This discipline will keep lease rate differentials between plans small and in concert with the gradual upward movement of mainstream/workforce household incomes.

- Representing the first of four product lines in the for sale sector of the market, and in an effort to establish an overall hierarchy of “staple” conventional/mainstream ownership product starting with an alternative that should be able to achieve price points not currently represented in the new construction marketplace, is an efficiently designed mid-density **townhome/rowhome series**. This product line would include three separate three-story plan types, each with two main living areas configured over an *integral* two-car garage and a finished lower level, all with two-car garages. Plan sizes for this series, which will average 1,400 square feet, should range from 1,200 to 1,550 square feet including finished lower levels. This can be achieved in very efficient and cost effective 20’ wide modules. With rear-entry garages, individual buildings are generally designed to face one another, thus allowing for a small pedestrian greenway between buildings, or they can be configured fronting a street. Combined, the three individual plan offerings will be capable of attracting a broad range of buyer profiles, with attentive focus directed toward young singles and couples without children, couples in their initial stages of family formation and young families.



- Architecturally, the townhome/rowhome product line can support either a traditional elevation scheme, or it can command something more contemporary/urban oriented, i.e., at the builder’s discretion and dependent upon cost and location within Whitewater. Overall, this product line can achieve a density of 12 units per acre, thus allowing builders to distribute land and development costs across more units – in an attempt to bring prices down from the current representation of condominium products (i.e., luxury duplexes) that are currently represented at various locations in and around the local market.

- Representing a more “cost conscious” age-targeted alternative to the highly stylized ranch duplex condominiums often found throughout the Whitewater Market Area, yet still directed toward the more mature, move-down home purchasers aged 55-74+, a very efficient **attached ranch villa** for sale series is recommended. This product line, which could be configured in 3-, 4- or 5-unit buildings (duplexed only where necessary) would consist exclusively of single-level ranch plans, each with a front-load two-car garage and a small, but usable, backyard or patio area. Ranging in size from 1,300 to 1,500 square feet, the average attached villa unit would carry 1,400 square feet of living space. These homes would be configured slab-on-grade, although certain lots could/should be designated to accommodate optional basements. While directed toward the move-down consumer or empty-nester, this product line would be capable of attracting other segments of the market as well (similar to the one-car garage ranch villa rentals, but for ownership households). Ultimately, the goal of creating a two-car garage villa product (as opposed to straight duplex buildings) would be to achieve a higher-density which, again, would allow costs to be distributed across more units – and leading to more competitive prices.



- In the single family sector, representing a departure from the current medium- to larger-lot production/semi-custom/custom home development currently characteristic of new scattered-lot developments throughout the market, would be an urban/suburban detached product line, most with rear-load garages. Reflecting a derivation of the neo-traditional planning concept, i.e., Traditional Neighborhood Development (TND), this **small lot single family series**, ideally, would be comprised of two single-level “ranch” plans, two traditional two-story units (with second floor

master bedrooms) and one two-story unit with a first-floor master bedroom, all with optional basements. Ranging in size from 1,500 to 1,900 square feet, and averaging 1,700 square feet across the group, homes in this series should be approximately 30'-35' wide configured on 40'-45' wide homesites. In various areas of the Midwest, this particular product line has been extremely successful as it has allowed new construction single family housing (through density and unit sizes) to meet a mainstream or "middle of the market" price point – one not typically seen among more traditional counterparts. The small lot single family product line will be able to attract a broad spectrum of mainstream detached home purchasers including young childless married couples, couples in their initial stages of family formation, and traditional families. And, with the incorporation of several ranch plans and a two-story master-down design, this program will be in a position to also appeal to the 55 and older empty-nester segment desirous of detached housing. While most homes should accommodate rear-load garages to maximize density, a plan or two could be configured with a front-load garage if land planning calls for such a configuration,



- The second single family product line should consist of a more **traditional single family series** with front-access, two-car garages and optional basements. This product line should be comprised of two single-level "ranch" plans and four traditional two-story units. Ranging in size from 1,750 to 2,400 square feet, and averaging roughly 2,050 square feet across the group, homes in this program should be configured on 50'-60" wide homesites. These modest lot sizes would, once again, assist in reducing costs, thus allowing for a more competitive price position. Together, the six suggested plans will also appeal to a broad spectrum of single family home purchasers including young childless married couples, couples in their initial stages of family formation, and first- and second-time move up families. And, with the inclusion of two ranch plans on small low-maintenance lots, this series will appeal to the 55 and older empty-nester segment as well. *While the price points for this product line align the upper end of mainstream incomes, they provide a reasonably priced move-up alternative in an effort to alleviate pressure among area resales and open up more options for the bulk of the existing home market.*



For a detailed outline of each recommended housing idiom including individual product/plan criteria, unit sizes, rents/prices, features, community amenities, etc., consult **Exhibits 2 through 7**. As depicted, plan offerings are broad and varied, and reflect some of the best-selling floorplan alternatives among successful "like" products throughout the Midwest and also southern Wisconsin. This detailed information should give builders/developers the guidance they need for properly penetrating the local home market.

It is important to note that the detailed planning guidelines and benchmark rent/price suggestions for the various housing products are not arbitrary, but rather *strategic*. Specially, these guidelines will allow five important goals to be met. First, the continuum of home types, styles and rents/prices will directly align

PRODUCT CRITERIA AND BENCHMARK RENTS - TWO-STORY GARDEN APARTMENTS
-- CONVENTIONAL/MAINSTREAM HOUSING --
WHITEWATER, WISCONSIN

2

Product Line Summary

Product Form: *Two-Story Garden Apartments
(8- or 16-Unit Buildings with 4 or 8 Direct Access One-Car Garages Per Building)*

Density in Units Per Acre: 16.0

Average Plan Size (Sq. Ft.): 925

**Average Benchmark Base Rent w/50 % Garages:
Per Sq. Ft.:(1)** **\$1,383**
\$1.50



Plan Detail

Plan Designation	A-1	A-2	A-3	B	C-1	C-2	C-3	D
Percent Distribution	12.5	12.5	12.5	12.5	12.5	12.5	12.5	12.5
Plan Type	1BR	1BR	1BR	1BR DEN	2BR	2BR	2BR	3BR
Bedroom/Bath Mix	1/1.0	1/1.0	1/1.0	1+Den/1.0	2/2.0	2/2.0	2/2.0	3/2.0
Unit Size (Sq. Ft.)	600	700	775	875	975	1,075	1,150	1,250
Benchmark Base Rent w/o Garage:(1) Per Sq. Ft.:(1)	\$1,075 \$1.79	\$1,150 \$1.64	\$1,225 \$1.58	\$1,300 \$1.49	\$1,375 \$1.41	\$1,450 \$1.35	\$1,505 \$1.31	\$1,580 \$1.26
Benchmark Base Rent w/ Garage:(2) Per Sq. Ft.:(2)	\$1,175 \$1.96	\$1,250 \$1.79	\$1,325 \$1.71	\$1,400 \$1.60	\$1,475 \$1.51	\$1,550 \$1.44	\$1,605 \$1.40	\$1,680 \$1.34

Unit Features and Community Amenities

UNIT STANDARDS

- Painted Trim
- Plank Flooring in Living Areas
- "White" Interior Paint Finish
- Direct Wire Smoke Detectors
- Cable/Satellite Access
- High-Speed Internet Connectivity
- USB Ports
- Air Conditioning
- Quality Door Hardware
- Quality Lighting Package
- Private Balcony/Patio

CLOSETS, UTILITIES, AND STORAGE

- Walk-In MBR Closet (Per Plan)
- Wire Closet Shelving
- Full Size Washer/Dryer (Stacked or Side-by-Side)
- Storage Area (Either In-Unit or Separate)
- Linen Closet(s)
- Programmable Thermostat

KITCHEN FEATURES

- Quality Wood Cabinetry
- Plank Flooring
- Self Clean Range Oven
- Built-In Dishwasher
- Refrigerator with Ice-Maker
- Garbage Disposal
- Microwave with Vent
- Hard Surface Countertops
- Stainless Steel Sink

**COMMUNITY FEATURES/AMENITIES (LARGE-SCALE DEVELOPMENTS)
(SHARED W/RANCH VILLA RENTALS)**

- Architecturally-enhanced Exteriors
- Secured Access Entry Per Unit
- Clubhouse w/ Community Room, Kitchen, Fitness Center, E-Lounge, Etc.
- Outdoor Fireside Lounge & Grilling Stations
- Outdoor Swimming Pool/Deck Area
- Dog Park & Dog Washing Station

BATH/POWDER ROOM STANDARDS

- Plank Flooring
- Hard Surface Vanity Tops
- Quality Cabinetry
- Ceramic Tub/Shower Surround
- Framed Glass Mirror Over Vanity

- Trail System
- Sport Courts/Playground
- Extensive Landscaping/Hardscaping
- Wi-Fi in all Common Areas
- Direct Access Garages at 50%
- Adequate Surface Parking
- Detached Garages @ \$65 Monthly Per Space

(1) Benchmark base monthly rents, which are presented in June 2023 dollars, reflect the posted base rents for units without direct access garages. They do not include potential premiums for corner units, floor or view. They also do not include application/administration fees, pet fees, storage rental, utilities, or detached garages.

(2) Benchmark base monthly rents, which are presented in June 2023 dollars, reflect the posted base rents for units with direct access garages. They do not include potential premiums for corner units, floor or view. They also do not include application/administration fees, pet fees, storage rental, utilities, or detached garages.

PRODUCT CRITERIA AND BENCHMARK RENTS - RANCH VILLA RENTALS
-- CONVENTIONAL/MAINSTREAM HOUSING --
WHITEWATER, WISCONSIN

Product Line Summary

Product Form: *Single-Level Ranch Villas w/Attached One-Car Garages
(3-, 4-, 5- and/or 6-Unit Buildings-Duplexed Where Necessary)*

Density in Units Per Acre: 10.0

Average Plan Size (Sq. Ft.): 1,000

Average Benchmark Base Rent: \$1,563
Per Sq. Ft.:(1) \$1.56



Plan Detail

Plan Designation	A	B-1	B-2	C
Percent Distribution	25.0	25.0	25.0	25.0
Plan Type	1BR	1BR DEN	2BR	3BR
Bedroom/Bath Mix	1/1.0	1+Den/1.0	2/2.0	3/2.0
Unit Size (Sq. Ft.)	725	925	1,075	1,275
Benchmark Base Rent:(1)	\$1,350	\$1,500	\$1,625	\$1,775
Per Sq. Ft.:(1)	\$1.86	\$1.62	\$1.51	\$1.39

Unit Features and Community Amenities

UNIT STANDARDS

- Painted Trim
- Plank Flooring in Living Areas
- "White" Interior Paint Finish
- Direct Wire Smoke Detectors
- Cable/Satellite Access
- High-Speed Internet Connectivity
- USB Ports
- Air Conditioning
- Quality Door Hardware and Lighting Package
- Private Patio

KITCHEN FEATURES

- Quality Wood Cabinetry
- Plank Flooring
- Self Clean Range Oven
- Built-In Dishwasher
- Refrigerator with Ice-Maker
- Garbage Disposal
- Microwave with Vent
- Hard Surface Countertops
- Stainless Steel Sink

BATH/POWDER ROOM STANDARDS

- Plank Flooring
- Hard Surface Vanity Tops
- Quality Cabinetry
- Ceramic Tub/Shower Surround
- Framed Glass Mirror Over Vanity

CLOSETS, UTILITIES, AND STORAGE

- Walk-In MBR Closet (Per Plan)
- Wire Closet Shelving
- Full Size Washer/Dryer (Stacked or Side-by-Side)
- Storage Area (Either In-Unit or Separate)
- Linen Closet(s)
- Programmable Thermostat

**COMMUNITY FEATURES/AMENITIES (LARGE-SCALE DEVELOPMENTS)
(SHARED W/GARDEN APARTMENTS)**

- Architecturally-enhanced Exteriors
- Secured Access Entry Per Unit
- Clubhouse w/ Community Room, Kitchen, Fitness Center, E-Lounge, Etc.
- Outdoor Fireside Lounge & Grilling Stations
- Outdoor Swimming Pool/Deck Area
- Trail System
- Dog Park
- Dog Washing Station
- Sport Courts/Playground
- Extensive Landscaping/Hardscaping
- Wi-Fi in all Common Areas
- Direct Access Garages at 100%
- Additional Surface Parking

(1) Benchmark base monthly rents, which are presented in June 2023 dollars, reflect the posted base rents, each of which includes an attached one-car garage. They do not include potential premiums for corner units or view. They also do not include application/administration fees, pet fees, storage rental, or utilities.

PRODUCT CRITERIA AND BENCHMARK PRICES - FOR SALE TOWNHOMES/ROWHOMES
-- CONVENTIONAL/MAINSTREAM HOUSING --
WHITEWATER, WISCONSIN

4

Product Line Summary			
Product Form:	Townhomes/Rowhomes		
Garage Condition:	2-Car (Rear Load)		
Lower Level of Townhomes/Rowhomes	Finished		
Average Plan Size (Sq. Ft.):	1,400		
Average Benchmark Base Price:⁽¹⁾	\$237,990		
Per Sq. Ft.:	\$169.99		
Average Anticipated Closing Price:⁽²⁾	\$252,200		
Per Sq. Ft.:	\$180.14		
			
Plan Detail			
Plan Designation	A	B	C
Plan Style	3-Story	3-Story	3-Story
Bedrooms	2	2+Loft	3
Baths	2.5	2.5	2.5
Unit Size (Sq. Ft.)	1,200	1,450	1,550
Benchmark Base Price: ⁽¹⁾	\$223,990	\$240,990	\$248,990
Per Sq. Ft.:	\$186.66	\$166.20	\$160.64
Anticipated Closing Price:⁽²⁾	\$237,400	\$255,400	\$263,900
Per Sq. Ft.:	\$197.83	\$176.14	\$170.26
Features and Amenities			
UNIT STANDARDS	KITCHEN FEATURES	BATH/POWDER ROOM STANDARDS	
<ul style="list-style-type: none"> ■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Balcony 	<ul style="list-style-type: none"> ■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Granite or Quartz Countertops ■ Double Bowl Stainless Steel Sink 	<ul style="list-style-type: none"> ■ Ceramic Flooring ■ Granite or Quartz Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity 	
CLOSETS, UTILITIES, AND LAUNDRY	BUILDING FEATURES/AMENITIES		
<ul style="list-style-type: none"> ■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat 	<ul style="list-style-type: none"> ■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Finished Lower Level 		<ul style="list-style-type: none"> ■ Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development)
<p>⁽¹⁾ Benchmark base sales prices, which are presented in June 2023 dollars, do not include options, upgrades or premiums.</p> <p>⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 6.0 percent above the base sales price.</p>			

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - FOR SALE ATTACHED RANCH VILLAS
-- CONVENTIONAL/MAINSTREAM HOUSING --
WHITEWATER, WISCONSIN

5

Product Line Summary			
Product Form:	Attached Ranch Villas (3-, 4- and 5-Unit Buildings - Duplexed Where Necessary)		
Garage Condition:	2-Car (Front)		
Average Plan Size (Sq. Ft.):	1,400		
Average Benchmark Base Price:⁽¹⁾	\$257,990		
Per Sq. Ft.:	\$184.28		
Average Anticipated Closing Price:⁽²⁾	\$276,000		
Per Sq. Ft.:	\$197.14		
			
Plan Detail			
Plan Designation	A	B	C
Plan Style	Ranch	Ranch	Ranch
Bedrooms	2	2+Den	2+Den
Baths	2	2	2
Unit Size (Sq. Ft.)	1,300	1,400	1,500
Benchmark Base Price: ⁽¹⁾	\$249,990	\$257,990	\$265,990
Per Sq. Ft.:	\$192.30	\$184.28	\$177.33
Anticipated Closing Price:⁽²⁾	\$267,500	\$276,000	\$284,600
Per Sq. Ft.:	\$205.77	\$197.14	\$189.73
Features and Amenities			
<p>UNIT STANDARDS</p> <ul style="list-style-type: none"> ■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Patio Area 	<p>KITCHEN FEATURES</p> <ul style="list-style-type: none"> ■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink 	<p>BATH/POWDER ROOM STANDARDS</p> <ul style="list-style-type: none"> ■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity 	
<p>CLOSETS, UTILITIES, AND LAUNDRY</p> <ul style="list-style-type: none"> ■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat 	<p>HOME FEATURES/AMENITIES</p> <ul style="list-style-type: none"> ■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Basements Optional 	<ul style="list-style-type: none"> ■ Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development) 	
<p>⁽¹⁾ Benchmark base sales prices, which are presented in June 2023 dollars, do not include options, upgrades or premiums.</p> <p>⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.</p>			

Source: Tracy Cross & Associates, Inc.

PRODUCT CRITERIA AND BENCHMARK PRICES - SMALL LOT FOR SALE SINGLE FAMILY
-- CONVENTIONAL/MAINSTREAM HOUSING --
WHITEWATER, WISCONSIN

6

Product Line Summary	
Product Form:	Single Family
Lot Dimensions:	40'-45" x 100'-110'
Garage Condition:	2-Car (Rear Load) (Front-Load As Necessary)
Average Plan Size (Sq. Ft.):	1,700
Average Benchmark Base Price:⁽¹⁾ Per Sq. Ft.:	\$308,990 \$181.76
Average Anticipated Closing Price:⁽²⁾ Per Sq. Ft.:	\$330,600 \$194.47




Plan Detail					
Plan Designation	A	B	C	D	E
Plan Style	Ranch	Ranch	2-Story	2-Story	2-Story (1st Floor MBR)
Bedrooms	2 + Den	2 + Flex	3	3 + Flex	3 + Loft
Baths	2	2	2.5	2.5	2.5
Unit Size (Sq. Ft.)	1,500	1,600	1,700	1,800	1,900
Benchmark Base Price: ⁽¹⁾ Per Sq. Ft.:	\$290,990 \$193.99	\$299,990 \$187.49	\$308,990 \$181.76	\$317,990 \$176.66	\$326,990 \$172.10
Anticipated Closing Price:⁽²⁾ Per Sq. Ft.:	\$311,400 \$207.60	\$321,000 \$200.63	\$330,600 \$194.47	\$340,200 \$189.00	\$349,900 \$184.16

Features and Amenities		
<p>UNIT STANDARDS</p> <ul style="list-style-type: none"> ■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Private Patio Area <p>CLOSETS, UTILITIES, AND LAUNDRY</p> <ul style="list-style-type: none"> ■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat 	<p>KITCHEN FEATURES</p> <ul style="list-style-type: none"> ■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink <p>HOME FEATURES/AMENITIES</p> <ul style="list-style-type: none"> ■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Optional Basements 	<p>BATH/POWDER ROOM STANDARDS</p> <ul style="list-style-type: none"> ■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity <p>HOME FEATURES/AMENITIES</p> <ul style="list-style-type: none"> ■ Front-Oriented Sidewalks ■ Modest, But Desirable Community Amenities (Depends on Size of Development)

⁽¹⁾ Benchmark base sales prices, which are presented in June 2023 dollars, do not include options, upgrades or premiums.

⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.

PRODUCT CRITERIA AND BENCHMARK PRICES - CONVENTIONAL FOR SALE SINGLE FAMILY
-- CONVENTIONAL/MAINSTREAM/MOVE-UP HOUSING --
WHITEWATER, WISCONSIN

7

Product Line Summary							
Product Form:	Single Family						
Lot Dimensions:	55'-60' x 120'						
Garage Condition:	2-Car (Front)						
Average Plan Size (Sq. Ft.):	2,050						
Average Benchmark Base Price:⁽¹⁾	\$357,490						
Per Sq. Ft.:	\$174.39						
Average Anticipated Closing Price:⁽²⁾	\$382,500						
Per Sq. Ft.:	\$186.59						
							
Plan Detail							
Plan Designation	A	B	C	D	E	F	
Plan Style	Ranch	Ranch	2-Story	2-Story	2-Story	2-Story	
Bedrooms	3	3	3+Flex	4	4 + Loft	4 + Den	
Baths	2.0	2.0	2.5	2.5	2.5	2.5	
Unit Size (Sq. Ft.)	1,750	1,850	1,950	2,100	2,250	2,400	
Benchmark Base Price: ⁽¹⁾	\$329,990	\$338,990	\$347,990	\$361,990	\$375,990	\$389,990	
Per Sq. Ft.:	\$188.57	\$183.24	\$178.46	\$172.38	\$167.11	\$162.50	
Anticipated Closing Price:⁽²⁾	\$353,100	\$362,700	\$372,300	\$387,300	\$402,300	\$417,300	
Per Sq. Ft.:	\$201.77	\$196.05	\$190.92	\$184.43	\$178.80	\$173.88	
Features and Amenities							
UNIT STANDARDS		KITCHEN FEATURES		BATH/POWDER ROOM STANDARDS			
<ul style="list-style-type: none"> ■ Luxury Plank Flooring in Main Living Areas ■ Carpeting in Bedroom Areas ■ "White" Interior Paint Finish ■ Painted Trim ■ Direct-Wire Smoke Detectors Per Code ■ Cable/Satellite/Telephone Prewire ■ Paneled Doors ■ High-Speed Internet Connectivity ■ Air Conditioning ■ Designer Door Hardware ■ Designer Lighting Package ■ Large Private Patio Area 		<ul style="list-style-type: none"> ■ Quality Cabinetry ■ Luxury Plank Flooring ■ Four Burner Cooktop ■ Self Clean Single Oven-Stainless Steel ■ Built-In 5-Cycle Dishwasher-Stainless Steel ■ Refrigerator with Ice-Maker-Stainless Steel ■ Garbage Disposal ■ Microwave with Vent ■ Hard Surface Countertops ■ Double Bowl Stainless Steel Sink 		<ul style="list-style-type: none"> ■ Ceramic Flooring ■ Hard Surface Vanity Tops ■ Quality Cabinetry ■ Ceramic Tub/Shower Surround ■ Framed Glass Mirror Over Vanity 			
CLOSETS, UTILITIES, AND LAUNDRY		HOME FEATURES/AMENITIES					
<ul style="list-style-type: none"> ■ Walk-In MBR Closet (Per Plan) ■ Laminate Closet Shelving ■ Washer/Dryer Hook-Up ■ Linen Closet(s) ■ Programmable Thermostat 		<ul style="list-style-type: none"> ■ Architecturally-Enhanced Exteriors ■ Extensive Hardscaping/Landscaping ■ Optional Basements 			<ul style="list-style-type: none"> ■ Modest, But Desirable Community Amenities (Depends on Size of Development) 		
<p>⁽¹⁾ Benchmark base sales prices, which are presented in June 2023 dollars, do not include options, upgrades or premiums.</p> <p>⁽²⁾ Includes an estimate for options, upgrades and premiums, i.e. 7.0 percent above the base sales price.</p>							

Source: Tracy Cross & Associates, Inc.

mainstream household incomes in the market. Second, the for sale product lines (and their prices) will assist builders in bridging the rather large price gap that exists between area resales and new construction alternatives which, in turn, will provide for “above average” absorption/sales rates. Third, the suggested products (and their typical density allocations) will allow each home series to improve upon total unit counts per acre, which will help minimize raw land costs per unit. Fourth, each suggested product line and plan offering can be built in an efficient manner, which will assist in keeping direct construction costs at a minimum. Finally, the rents/prices assigned to each product line will allow each housing idiom to draw consumers from both the city Whitewater and other nearby areas (both inside and outside the Whitewater Market Area).

Because each product line has been positioned competitively (and strategically) relative to the market, absorption rates for the rental products and sales rates for the ownership offerings are expected to be “at” or “above the market average.” And, while absorption and sales are dependent upon other factors such as the scale of a development or phase, i.e., number of total units; site location; community amenities, etc., the following text table offers a general outline of what a typical development or phase would be capable of attaining per product series:

**ABSORPTION / SALES SUMMARY - A GUIDE
SUGGESTED HOUSING PRODUCTS: WHITEWATER, WISCONSIN**

Product Line	Estimated Total Units For a Typical Development or Phase (of Relative Scale)	Annual Absorption/ Sales Potential (In Units) At Benchmark Rents/Prices	Marketing Life (In Years)
Two-Story Garden Apts	144	96	1.5 ⁽¹⁾
Ranch Villa Rental	90	60	1.5 ⁽¹⁾
Townhomes/Rowhomes	36	12	3.0
Attached Ranch Villas	36	12	3.0
TND Single Family	36	12	3.0
Conventional Single Family	36	12	3.0
⁽¹⁾ Marketing life will actually be slightly shorter to get to a stabilized occupancy level of 95 percent.			

Source: Tracy Cross & Associates, Inc.

The absorption/sales volumes outlined above are reflective of a series of residential product lines that will appeal to households earning incomes, generally, in the \$40,000 to \$75,000 range for the rental products and in the \$65,000 to \$150,000 range for the ownership idioms. These income segments, which are some of the deepest in the city of Whitewater and surrounding communities, have been disenfranchised of late relative to new construction alternatives market-wide.

MARKET POSITIONING

It is important to reiterate that the benchmark rents/prices outlined in Exhibits 2 through 7 have been *carefully* established so that each product line can penetrate the mainstream of the new construction housing market based, primarily, on incomes, while at the same time supporting a value position necessary to appeal to consumers from inside and outside the local area. For example, the two rental products will each occupy an appropriate (and competitive) rent/value variance when cast against the newest apartment communities, i.e., those developments introduced in the last five years, all of which are located just outside the Whitewater Market Area.

**APARTMENT COMMUNITIES CONSTRUCTED IN THE LAST 5 YEARS
-- JUST OUTSIDE THE WHITEWATER MARKET AREA --
JUNE 2023**

Development	Location	Garage Condition	Year Built	Total Units	Vacancy/Absorption Rate	Average Unit Size (Sq. Ft.)	Average Posted Base Monthly Rent	
							\$	\$/Sq. Ft.
<i>Suggested Garden Apts</i>	<i>Whitewater</i>	<i>1-Car Incl. (50%)</i>	<i>---</i>	<i>144</i>	<i>8.0/Mo (Est.)</i>	<i>925</i>	<i>\$1,383</i>	<i>\$1.50</i>
<i>Suggested Ranch Villas</i>	<i>Whitewater</i>	<i>1-Car Incl. (100%)</i>	<i>---</i>	<i>90</i>	<i>5.0/Mo (Est.)</i>	<i>1,000</i>	<i>1,563</i>	<i>1.56</i>
The Vineyards of Cambridge	Cambridge	1-Car Incl. (100%)	2018	70	0.0	835	\$1,267	\$1.52
Lofts at Honey Creek	East Troy	1-Car Incl. (100%)	2022	120	0.0	991	1,498	1.51
Rock Creek	Lake Mills	1 or 2-Car Incl. (100%)	2019	144	0.7	929	1,503	1.62
Summer Ridge	Lake Mills	1-Car Incl. (100%)	2023	56	8.8/Mo.	1,035	1,650	1.59
The Pointe	Mukwonago	1-Car Opt.	2020	89	0.0	968	1,395	1.44

Source: Tracy Cross & Associates, Inc.

As positioned, and considering the total unit count estimates provided earlier, the two rental products could achieve absorption rates close to 8.0 units monthly for the garden apartments and 5.0 units per month for the ranch villa rentals, rates that are consistent with typical lease-up trends. For instance, at an average absorption pace of 8.0 units monthly across the 144 estimated total units (per development or phase) and 5.0 per month across 90 total units, again per development or phase, these two rental idioms will each be absorbed at a rate equal to approximately 5.5 percent of their total unit counts. Among most apartment developments throughout similar Midwest locations, absorption rates *among properly positioned communities* generally hover between 4.0 and 7.0 percent of their total unit counts.

In addition, absorption rates among other surveyed developments generally fall within the forecasted range including the 8.8 unit-per-month pace being achieved by Summer Ridge, not to mention the recent 8.5 pace recently registered by Lofts at Honey Creek and the 7.7 rate achieved at The Pointe.

The various for sale products, in turn, will occupy lower/more competitive value positions in the market considering the higher price points currently represented in the new construction ownership sector. As but one example, the two-car garage attached ranch villa product suggested for Whitewater has been priced roughly 15 percent below similar product at the best-selling condominium development in the entire Whitewater Market Area. Specifically, Fox Chase Villas in Eagle (Waukesha County), which consists of two-car garage attached ranch duplexes with standard unfinished basements, is selling at a pace of 8 homes per year at an average closing price of roughly \$350,000 for 1,400 square feet of living space. This compares with our estimated average closing price in Whitewater of \$276,000 for 1,400 square feet (without basements) and our estimated sales forecast of 12 units per year. As such, our pricing differential can be supported on the basis of location, optional basements, and sales pace.



At the same time, the suggested two-car garage ranch villa series, at benchmark, will carry a whole dollar price position appropriately below newer condominiums along Jakes Way in Whitewater, where sales have been modest.

The two single family series suggested for Whitewater, too, will maintain the necessary under market variance. As highlighted in **Exhibit 8**, estimated closing prices for the detached product lines will be positioned roughly 10 below the most recent new construction single family mainstream closings throughout the Whitewater Market Area.

A DISCIPLINE APPROACH TO PRODUCT DEVELOPMENT

It will likely be challenging to achieve the rents/prices suggested for each product line based upon current costs of development and construction, although it can be accomplished (and essentially must be accomplished) to attain the absorption/sales forecast which, in turn, will fill the holes that currently exist in the new construction home market in and around Whitewater. To assist in this endeavor, it will be imperative for all stakeholders to work closely with builders/developers so that the recommendations are followed. With this said, builders/developers (and governing bodies) will need to think differently in terms of land planning, development, and product design in order to *substantially reduce costs*, a key component to meeting the rent/price requirements. Provided below are key ingredients to bringing properly positioned mainstream housing to market, especially as it relates to the ownership products:

- ❑ Each product line must be efficient and cost effective to build from a design standpoint (value engineered). This can be achieved while still offering functional and desirable floorplans.
- ❑ The basis for design should be modeled after box-on-box/four-corner construction with no wasted space; however, exterior elevations should still be very appealing. Referencing the latter, a strong use of colors *not materials* is but one example of how quality can be portrayed to the consumer. This has been accomplished in numerous communities throughout the U.S. To reiterate, by creating value-oriented floorplans, we are not suggesting that quality be minimized, nor is there implication that overall curb appeal be comprised. It simply needs to be accomplished strategically.

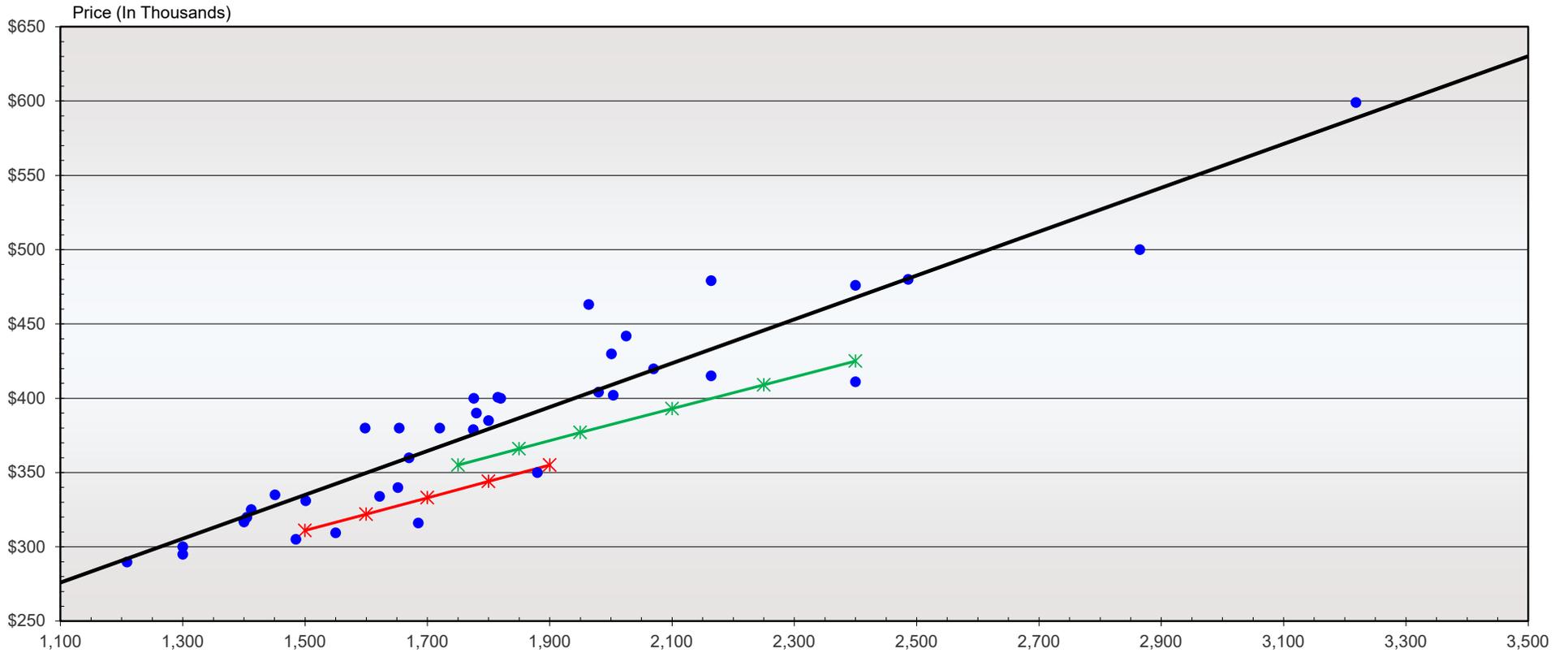
Provided below are a few floorplan examples that portray efficiency in design:

Typical Three-Story Townhome/Rowhome Plan

Conventional Single Family Ranch Plan



Price/Value Analysis
New Construction Single Family Closings: July 2022 - May 2023
Whitewater Market Area



Development



Price/value analysis uses a scatter diagram to graphically represent a set of observations found in today's marketplace, specifically the square footage of models offered and their associated sales prices. Regression analysis is then used to fit a line through the set of market observations that represent the "best fit" or average market line. This market line can then be used to predict the performance of a new, untested product line or offer explanations regarding the sales rate of currently available product lines.

- ❑ Once value-engineering has taken place, and efficient/cost effective plans and buildings are designed, these efficiencies must be conveyed to all subcontractors for bidding purposes. *This may become a critical element to ultimately achieving the suggested rents/prices.*
- ❑ None of the for sale product lines should offer standard (included) basements, although the option for a basement can (and should) be made available in most series (as indicated).
- ❑ In achieving higher densities, strong consideration should be placed on “to the street” product, smaller lots, along with front-to-back living (i.e., narrower units). At the same time, the mixing of products within neighborhood areas will help improve densities, while also establishing a desirable architectural landscape.
- ❑ Finally, outdoor living space for each residence (among all product lines) is essential; however, it need not be extensive. Specifically, private balconies for the garden apartments and for sale townhomes will be sufficient, along with private courtyards/patios and side/back-yards for the attached ranch villas and single family homes.

POTENTIAL INCENTIVES

Even with a disciplined planning and design approach, it is possible that some incentives or concessions might also be necessary to bring the *for sale products* (as positioned) to market. This will need to be determined through the planning process but may include some form of land cost relief (if possible), Tax Increment Financing (TIF) assistance or something similar. For the rental products, it is unlikely that incentives/concessions would be required at benchmark rents.

PRODUCT CLARIFICATION

Please keep in mind that while our product guidelines are very specific, there are a number of derivatives to each of the recommended generic forms that could evolve through the design efforts of individual builders/developers – or through the overall planning process. However, when considering any derivatives during the course of the planning process, it is still important to follow the general parameters outlined for each of the recommended products relative to unit types, bedroom/bathroom counts, rents, prices, garage conditions, etc., in order to insure acceptable absorption and/or sales, and most importantly, the appeal to the mainstream of the market who are currently disenfranchised by the lack (or limited amount) of similar products.

In addition, consideration can be given to the introduction of other generic forms based upon the imbalance that exists market-wide between supply and demand – but done so with the same general planning strategy in mind – that being differentiation, efficiency, tasteful architecture, and rent/price positioning.

GEOGRAPHIC AND COMMUNITY POSITIONING

Given such severe supply-side constraints in the new construction housing market, practically any suitable location within Whitewater could be considered for residential development or redevelopment. With this said, however, it is strongly suggested that the rental housing products (in particular) be removed from the immediate environs of the University as they are to be marketed to the workforce not to students. ***For example, the vacant multifamily parcel located along S. Moraine View Parkway near Jakes Way represents an appropriate candidate for the suggested garden apartment community at a density of roughly 16 units per acre.***

The City of Whitewater (and its stakeholders/development partners) should also give strong consideration to the creation of a master-planned community whereby multiple product lines (if not all product lines) would be introduced within a large land assemblage, albeit with the various products offered in separate (but possibly integrated) neighborhood areas, development pods or phases. Such a community could become a **destination point development** whereby a full hierarchy of residential products are combined with heavy landscaping and hardscaping, together with amenities such as pocket parks, walking/jogging/biking trails, playgrounds, sport courts, open space areas, etc. – *representing a true lifestyle environment*. Such a development in the new construction sector is absent in the Whitewater Market Area and would most certainly allow the city of Whitewater to capture a disproportionate share of market-wide demand, while also inducing spillover from other areas.



Guiding principles for establishing a destination-point master-planned community are highlighted below:

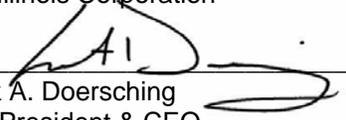
- ❑ To provide strong community infrastructure created around a theme of livability, functionality, walkability, and recreation/convenience.
- ❑ To create a community where emphasis is placed on all segments of the market ranging from younger childless singles and couples to families living, playing, and growing together; and where active adult residents can see and experience the vibrancy of youth. Establishing this reality includes the combination of all products with appropriate, but minimally expensive, amenities.
- ❑ To create a community in which a variety of densities are carefully combined with pocket parks and other recreational uses – and that all are highly integrated and exposed for everyone to enjoy. Like the architecture and design of the homes, the land plan must be very efficient as well.



CERTIFICATION AND SIGNATURE

This analysis represents our objective and independent opinion regarding the market potential for new construction residential development in Whitewater, Wisconsin as certified below:

TRACY CROSS & ASSOCIATES, INC.
An Illinois Corporation

By: 
Erik A. Doersching
Its: President & CEO

Date: June 30, 2023



GENERAL LIMITING CONDITIONS

Tracy Cross & Associates, Inc. has made extensive efforts to confirm the accuracy and timeliness of the information contained in this study. Such information was compiled from a variety of sources, including interviews with developers/property managers and their agents, government officials, and other third parties. Although Tracy Cross & Associates, Inc. believes all information in this study is correct, it does not warrant the accuracy of such information and assumes no responsibility for inaccuracies in the information provided by third parties.

Conclusions and recommendations established in this analysis represent a professional opinion and are based upon forecasts into the future which could be significantly altered by outside occurrences. These include, among others, the possible interplay of unforeseen social, economic, physical/environmental, and governmental actions. In this regard, Tracy Cross & Associates, Inc., its owners, and its employees shall be held harmless of changes in conditions that may materially result from these occurrences.



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Council Agenda Item

Meeting Date: Tuesday, August 15, 2023

Agenda Item: Whitewater Aquatic and Fitness Center Business and Marketing Plan

Staff Contact (name, email, phone): Eric Boettcher – eboettcher@whitewater-wi.gov

BACKGROUND

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

Enclosed you will find the WAFC Business Plan, Marketing Plan, Marketing Quarterly Report along with the WAFC Action Plan. These provide the blue print of how the WAFC will operate over the next 2 budgeted years of 2024 and 2025. The most recent version of the WAFC operating and capital budgets as provided uses the most recent budget that was provided at the WAFC subcommittee meeting on July 13, 2023. This budget will be used as a basis for the business plan until the final budget is adopted in the future.

The three plans together provide a comprehensive strategy that will outline the operations of the facility through 2024 and beyond. Staff will present an overview of the plans that will highlight key components and strategies within these plans.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

-WAFC Action Plan was presented as a staff report on July 18, 2023

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. WAFC Business Plan
2. WAFC Marketing Plan
3. WAFC Marketing Plan Quarterly Report
4. WAFC Action Plan



Office of the City Manager
312 W. Whitewater Street, P.O. Box 178
Whitewater, Wisconsin 53190

MEMORANDUM

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

To: Eric Boettcher, City Council
From: John Weidl, City Manager
Date: 6/29/2023

Subject: Review and Recommendations for Whitewater Aquatic and Fitness Center (WAFC) Action Plan

I am writing this memo to express my gratitude for the Whitewater Aquatic and Fitness Center Action Plan developed by your team. Please thank them for me. As I understand, the WAFC Action Plan has been approved/recommended by the Parks and Recreation Board and it will be on its way to the Common Council as a staff report in July.

The WAFC Action Plan encompasses various goals and action steps that will contribute to the overall success and growth of the WAFC. I believe that implementing these measures will significantly enhance our operations and help us achieve our desired outcomes. In advance of the review by Common Council, I have provided the following summary, analysis, and recommendations.

Executive Summary:

The Whitewater Aquatic and Fitness Center Action Plan presents a comprehensive roadmap for the facility's success and growth. The plan encompasses three main goals: Lifeguard Recruitment and Retention, Increased Aquatic Center Membership, and Sound Financial Stewardship. Each goal is supported by specific action steps that outline strategies and timelines for implementation.

Goal #1 focuses on enhancing lifeguard recruitment and retention through initiatives such as the Lifeguard incentives program, Lifeguard Training program, and Junior Lifeguard program. These measures aim to attract and train qualified lifeguards while providing growth opportunities for aspiring individuals. Goal #2 aims to increase Aquatic Center membership by revitalizing the corporate membership program, conducting membership drives, implementing an incentive and referral program, offering free trials, and focusing on membership retention. These strategies seek to attract new members, retain existing ones, and engage the community through targeted initiatives. Goal #3 emphasizes operating the facility within budget constraints by closely monitoring expenditures and utilizing patron reports to optimize staff scheduling. This goal ensures financial sustainability while delivering quality services.

The plan showcases several strengths, including collaboration with external partners, a focus on training and development, and strategies to foster community engagement. However, there are areas for improvement, such as setting specific membership growth targets, enhancing budget management details, and incorporating a more comprehensive evaluation strategy. To further enhance the plan, recommendations include expanding lifeguard recruitment efforts beyond incentives, fostering additional partnerships, diversifying membership offerings, integrating technology, considering environmental sustainability, and refining the evaluation process.

In addition, the plan lacks a fundraising component. Therefore, it is suggested to incorporate Goal #4: Fundraising for Improved Amenities, Maintenance, and Future Costs. This goal outlines steps to

establish a fundraising committee, identify opportunities, develop a fundraising plan, launch campaigns, cultivate donor relationships, create naming and recognition opportunities, engage the local community, and pursue grant applications and partnerships. By integrating fundraising components, the facility can secure financial support for improvements and ongoing investments in the facility.

Overall, the Whitewater Aquatic and Fitness Center Action Plan provides a comprehensive framework for success. By implementing the proposed initiatives, the facility can enhance lifeguard recruitment, increase membership, operate within budget, and secure necessary funds for future growth. With the recommended enhancements, continuous evaluation, and flexibility, the facility is well-positioned to achieve its goals and deliver exceptional services to the community.

Analysis of each goal and action step outlined in the plan:

Goal #1: Lifeguard Recruitment and Retention

Action Step 1: Develop and implement a Lifeguard incentives program in conjunction with Friends of the Aquatic Center Group – The partnership with Friends of the Whitewater Aquatic and Fitness Center is a fantastic opportunity to attract new lifeguards to our team. The proposed incentive program, including full training reimbursement and a sign-on bonus, will undoubtedly entice potential lifeguards to join our workforce. By establishing clear benchmarks and offering rewards for dedicated service, we can foster a positive and motivated lifeguard team. I fully support the planned implementation of this program by the end of this year.

Action Step 2: Develop and promote a Lifeguard Training program for the 2023-2024 school year – Coordinating with Whitewater High School to provide a Lifeguard Training Instructor (LGI) program for students is an excellent initiative. By engaging with the local community and offering training opportunities to high school students, we can ensure a pipeline of well-prepared lifeguards for our facility. This action step should commence at the beginning of the upcoming school year, ensuring a steady supply of trained lifeguards. I encourage you to extend this program to the University student-population and other surrounding school districts as well.

Action Step 3: Research, develop, and implement a Junior Lifeguard program – The proposal to establish a Junior Lifeguard program as a feeder program to our Lifeguard Training Program is commendable. By providing younger individuals with the opportunity to shadow and learn from experienced lifeguards, we not only foster their interest in lifeguarding but also ensure a future pool of qualified candidates. The structured activities and hands-on observations within this program will be invaluable for their training. I fully support the plan to initiate this program in the spring/summer of 2025, once we have an adequate number of certified lifeguards.

Goal #2: Increase Aquatic Center Membership

Action Step 1: Reinvigorate corporate members by redeveloping and implementing the program – Revamping our corporate membership program is a wise decision. Strengthening relationships with existing corporate partners, such as Generac, First Citizens bank, WWUSD, and City of Whitewater employees, is crucial for maintaining their engagement and attracting new corporate membership groups. I support the efforts to add two new corporate membership groups by December 2023 and one additional corporate account each year thereafter. Corporate Fitness Challenges will further incentivize participation and increase membership within these groups. I would encourage you to consider modernizing the model of corporate memberships based on the YMCA, whereby corporate members pay a small portion of the membership fees instead of purely discounting memberships.

Action Step 2: Membership Drives – Continue to increase membership drives. The regular implementation of membership drives aligned with our marketing plan is an effective strategy for boosting membership numbers. By adhering to the promotion schedule and conducting quarterly audits,

we can monitor and adjust our initiatives to achieve the desired growth. I fully support the ongoing efforts to increase monthly memberships by 5 to 10 prime members, aiming to convert a portion of them into annual members.

Action Step 3: Incentive and referral program – Engaging with our membership through surveys and seeking their input on incentives is an important step toward member satisfaction and retention. By actively listening to their preferences and implementing suitable incentives, we can better serve their needs. I appreciate the plan to launch the first incentive program on July 1, 2023, based on membership feedback. Continual modification and evaluation through surveys will ensure that our programs remain attractive and aligned with member expectations. I would like to see a goal for membership gains derived from referrals set and monitored annually and that survey work be done at least annually.

Action Step 4: Develop a free trials program to entice members – Providing potential members with a free trial month, coupled with the option for monthly payments, is an effective strategy for encouraging them to experience the benefits of our facility. This trial program, set to commence in the next 30 days, will allow individuals to fully utilize our services before committing to a membership. I endorse this action step and believe it will contribute to increased membership numbers. We should be tracking the effectiveness of this program.

Action Step 5: Membership Retention program – Implementing a follow-up program to contact and recruit members whose memberships have expired is a proactive approach to member retention. By understanding the reasons behind their departure and addressing any concerns they may have, we can tailor our offerings to better meet their needs. I fully support the goal of determining ways to entice expired members to renew their memberships and actively seeking their feedback. This step should be completed by July 31st to ensure timely action. I would like to see a goal of increasing membership retention rates for consecutive quarters.

Goal #3: Operations within Budget

Action Step 1: Operate the facility within the budget constraints – Operating within the allocated budget for staffing, programs, and supplies is vital to the financial health of our facility. Regular monitoring and adjustments will be necessary to ensure we stay on track. The use of patron reports and other data to determine facility staff scheduling is a sensible approach. I fully endorse this action step and emphasize the importance of adhering to budgetary constraints while providing quality services.

Strengths of the Whitewater Aquatic and Fitness Center Action Plan:

1. Comprehensive Approach: The action plan covers multiple aspects of the facility's operations, including lifeguard recruitment and retention, membership growth, and budget management. This comprehensive approach ensures that all important areas are addressed for the success of the center.
2. Collaboration with Friends of the Aquatic Center Group: The partnership with the Friends of the Whitewater Aquatic and Fitness Center Group brings additional support and resources, such as full training reimbursement and a sign-on bonus for new lifeguards. This collaboration strengthens the recruitment efforts and incentivizes potential lifeguards to join the facility.
3. Focus on Training and Development: The plan emphasizes the development of lifeguard training programs, including a Lifeguard Training program for high school students and a Junior Lifeguard program as a feeder program. These initiatives ensure a continuous supply of well-trained lifeguards and promote skill development among younger individuals.
4. Membership Growth Strategies: The action plan includes various strategies to increase membership numbers, such as reinvigorating the corporate membership program, implementing membership drives,

and offering incentives and referral programs. These initiatives aim to attract new members and retain existing ones, leading to increased revenue for the center.

5. Regular Evaluation and Modification: The plan incorporates regular surveys and evaluations to gather feedback from members and make necessary adjustments. This proactive approach allows the facility to stay responsive to members' needs and preferences, ultimately improving member satisfaction and retention.

Improvement Areas of the Whitewater Aquatic and Fitness Center Action Plan:

1. Long Implementation Timeline for Some Initiatives: Some action steps, such as the Junior Lifeguard program, have a longer implementation timeline, with plans to start in 2025. This delay may hinder the facility's ability to address current needs and capitalize on immediate opportunities for growth.

2. Lack of Specific Membership Growth Targets: While the plan outlines an overall goal to increase membership revenue by 5% annually, it does not provide specific targets for each membership growth strategy. Clear and measurable goals would help track progress and ensure accountability.

3. Limited Budget Management Details: The plan briefly mentions operating within budget constraints but does not provide specific strategies or measures to achieve this. A more detailed budget management approach, including cost-saving measures or revenue-generating ideas, would strengthen the plan's financial sustainability.

4. Dependency on External Partnerships: The success of some initiatives, such as the lifeguard incentives program with the Friends of the Aquatic Center Group, relies on the collaboration and support of external partners. Any changes or limitations in these partnerships may impact the feasibility and effectiveness of the proposed initiatives.

5. Limited Staffing Considerations: The plan briefly mentions the use of patron reports for determining facility staff scheduling but does not provide a comprehensive staffing strategy. Adequate staffing is crucial for delivering quality services and maintaining a safe environment, and a more detailed approach to staffing considerations would be beneficial.

To maximize the effectiveness of the action plan, addressing these weaknesses by refining and expanding certain aspects would be recommended. Additionally, continuous monitoring, evaluation, and flexibility in adapting the plan as needed will be essential for achieving the desired outcomes.

Finally, consider an additional Goal #4: Fundraising Committee and Plan

Action Step 1) Establish a Fundraising Committee or Connect with an Existing Organization: Form a committee consisting of dedicated individuals from the community, including staff members, board members, and interested stakeholders such as the Whitewater Community Foundation (WCF) or Friends of the Aquatic Center Group. The committee will be responsible for planning and executing fundraising activities. Timeline: Next 1-2 months to recruit committee members and establish roles.

Action Step 2) Identify Fundraising Opportunities: Conduct a thorough assessment of potential fundraising opportunities that align with the goals of improving amenities, maintenance, and addressing future costs. This can include events, campaigns, sponsorships, and partnerships. Timeline: Next 2-3 months to research and identify opportunities.

Action Step 3) Develop a Fundraising Plan: Create a comprehensive fundraising plan that outlines specific strategies, timelines, and target fundraising amounts for each opportunity identified. The plan should consider a mix of short-term and long-term fundraising activities to ensure continuous support. Timeline: Next 1-2 months to develop the plan.

Action Step 4) Launch Fundraising Campaigns: Execute the fundraising plan by launching campaigns and events to engage the community and potential donors. This can include hosting fundraising events, soliciting donations, setting up online crowdfunding campaigns, and seeking sponsorships from local businesses. Timeline: Ongoing throughout the year with specific campaigns and events planned in advance.

Action Step 5) Cultivate Donor Relationships: Establish and maintain strong relationships with donors, both individuals and businesses, by acknowledging their contributions, providing updates on the progress and impact of their donations, and expressing gratitude for their support. This can be done through personalized thank-you notes, donor recognition events, and regular communication. Timeline: Ongoing throughout the year to nurture donor relationships.

Action Step 6) Create Naming and Recognition Opportunities: Develop opportunities for donors to have their names or their business names associated with specific amenities or areas within the Aquatic and Fitness Center. This can include naming rights for rooms, plaques, or prominent displays recognizing major donors. Timeline: Next 3-6 months to establish naming and recognition opportunities.

Action Step 7) Engage the Local Community: Organize community outreach events and initiatives to raise awareness about the importance of the Aquatic and Fitness Center and its funding needs. This can include partnering with local schools, clubs, and organizations to promote fundraising efforts and encourage participation. Timeline: Ongoing throughout the year with targeted community engagement activities.

Action Step 8) Grant Applications and Partnerships: Research and pursue grant opportunities from foundations and government entities that support community development, health, and recreation. Establish partnerships with local organizations that align with the mission of the Aquatic and Fitness Center to leverage resources and increase fundraising potential. Timeline: Ongoing throughout the year with regular grant application cycles.

By incorporating these fundraising components into the Whitewater Aquatic and Fitness Center Action Plan, the facility can address the need for improved amenities, maintenance, and future costs while engaging the community and securing the necessary financial support.

Conclusion

The Whitewater Aquatic and Fitness Center Action Plan provides a comprehensive roadmap for the facility's success and growth. The plan outlines clear goals and action steps to enhance lifeguard recruitment and retention, increase Aquatic Center membership, and ensure operations within budget constraints. It showcases strengths such as collaboration with external partners, a focus on training and development, and strategies for community engagement. However, there are areas for improvement, including setting specific membership growth targets, enhancing budget management details, and incorporating a more comprehensive evaluation strategy.

To further enhance the plan, recommendations include expanding lifeguard recruitment efforts, fostering additional partnerships, diversifying membership offerings, integrating technology, considering environmental sustainability, and refining the evaluation process. Additionally, it is suggested to incorporate a fundraising component to address improved amenities, maintenance, and future costs. This additional goal outlines steps to establish a fundraising committee, identify opportunities, develop a fundraising plan, launch campaigns, cultivate donor relationships, create naming and recognition opportunities, engage the local community, and pursue grant applications and partnerships.

With the implementation of the proposed initiatives, continuous evaluation, and flexibility, the Whitewater Aquatic and Fitness Center is well-positioned to achieve its goals and deliver exceptional

services to the community. By addressing the plan's weaknesses and incorporating the recommended enhancements, the facility can further strengthen its operations, attract and retain members, operate within budget, and secure necessary funds for future growth.

Thank you for your attention to this matter. I am looking forward to the continued efforts of you and your team. Please follow up with me to address the suggestions as underlined and the additional goal of establishing a program and plan for fundraising.

Warmest Regards,

John Weidl, City Manager

Whitewater Aquatic



and Fitness Center

Business Plan

Last Updated 6.26.23

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Executive Summary

The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

The WAFC offers flexible memberships, day passes, swim lessons, concessions, pro shop merchandise, facility rentals, sponsorship, and personal training. Membership types include youth/student, adult, senior couple, and family. Memberships are offered on a monthly or annual basis.

The WAFC efforts aim to increase awareness, build a following and generate interest, generate leads, increase membership & revenue, increase member involvement, build loyalty, and recruit more applicants/employees. The WAFC marketing channels include the website, the Rec Desk registration software, Facebook, Instagram, an email newsletter, GoogleMyBusiness, and direct mail. The WAFC also leverages various referral partners, press releases, corporate partnerships (i.e., City of Whitewater, WUSD, Generac, First Citizens Bank, etc.), events (i.e., health fairs, job fairs, park & rec events), a referral program, and on-campus promotion.

The WAFC works with the Friends of the Aquatic & Fitness Center to raise funding for specific capital projects such as the funding of new water play features, a digital sign, and other amenities for members ([learn more about the friends](#)). Individuals, businesses, and organizations are welcome to become a Friend or make a donation. In addition, the WAFC will continue to search & expand sponsorships. Sponsorship opportunities include lane sponsorship, event sponsorship, and equipment sponsors ([learn more about sponsorships](#)).

Company Description

Description

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

Legal Structure

The Whitewater Aquatic & Fitness Center is a partnership between the City of Whitewater and the Whitewater Unified School District (WUSD).

As of January 2016, an agreement was approved by the Common Council and WYSD School Board. WUSD owns the facility. The Parks & Recreation Department oversees the operation of the facility. The Parks & Recreation Department is overseen by a Board of Directors which consists of nine members including three executive officer members and six citizen members. New agreement discussions have begun in 2022-2023.

Mission

The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.

Values

- Wellness – Promote healthy living, fitness, and wellness through amenities, coaching, training, classes, programs, and services.
- Accommodating – Providing personalized services and quality amenities in a clean, accessible, and inclusive environment.
- Fun – Provide a welcoming space for recreational fitness that appeals to young adults, couples, families, and seniors.
- Community – Provide a welcoming, accommodating, inclusive environment to all.

Benefits

A few reasons why members join & how they benefit:

- Affordable price
- Variety of amenities & indoor pool with zero-depth access
- Recreational fitness
- Personable, approachable staff
- Guidance, support, training, & coaching
- Member-focused (i.e., staff meetings & follow-up on member feedback)
- Cleanliness
- Inviting, accommodating, warm environment
- Convenient parking
- Community pride

Competitive Advantages

Below are the classic benefits provided by other local area fitness centers, while the unique features are differentiators and are unique to WAFC.

Classic Benefits	Unique Features
<ul style="list-style-type: none">● Affordable membership options● Personable, approachable staff● Guidance for personal success● Partner & insurance discounts● Family-oriented● Group classes & personal training● All access to variety of amenities● Convenient & close parking● Cleanliness	<ul style="list-style-type: none">● Indoor pool with zero-depth access● Indoor pool with slide & lazy river● Lap Lane Reservations● Swim Lessons & Water Movement Classes● Proximity to high school● Newer, well-maintained equipment

Market Analysis

Industry Research

According to the January 2023 IBISWorld Industry Report, the Gym, Health, & Fitness Club industry operates fitness and recreational sports facilities that feature exercise, physical fitness conditioning, or recreational sports activities. Lifetime, Fitness International, or Planet Fitness are examples of major players in the industry. The primary activities include guest admissions, personal trainers, operating the facility, operating swimming pools, operating food and beverage services, etc. The major products and services include membership fees, personal trainers, guest admissions, meals & beverages, merchandise sales, spa services, etc.

Key External Drivers

- Participation in sports
- Consumer spending
- Number of adults between ages 20 and 64
- Time spent on leisure and sport

Key Trends

- Increased participation in sports boosts demand for fitness centers
- Increased health-consciousness increases demand for fitness centers
- Low-cost memberships with 24/7 access
- Low cancellation fees increase likelihood of membership
- Baby-boomers are expected to sign up in the next few years as they become more health-conscious due to their age
- Employers are increasingly subsidizing gym memberships
- Rising childhood obesity concerns encourage parents to look into memberships

Key Success Factors

- Easy access and parking.
- Effective promotion to increase awareness and attract members.
- Economies of scale allow you to reach a point that reduces costs per member.
- Appropriate equipment and maintenance.
- Skilled employees who can demonstrate proper form & use of equipment.
- Business expertise of operators and managing profitably over time.

Profits & Cost Structure

- Membership remains a key point of emphasis for profitability.
- Quality services require quality employers, increasing the wage costs. Constant maintenance and excellent customer service is required.
- Deterioration of equipment incurs large depreciation cost.
- Administrative costs and insurance prove pricey for industry.

Competitive Research

The full competitive analysis is detailed in the WAFC Marketing PPT and is available upon request. The following sections highlight the key takeaways based on the competitive analysis.

Key Membership Factors

In addition to the individual's social influences and motivation for joining the gym, the following key membership factors often influence one's decision making:

	WAFC Offering	Competition
Amenities	Pool Fitness	Gymnasium Racquetball courts Indoor tracks
Insurance Programs	Renew Active (United Healthcare) Silver Fit (Insurance groups)	Silver Sneakers (Medicare??)
Proximity	<u>Research</u> shows most people drive 6 miles for specialized gyms	
Hours	24/7 Access	24/7 Access
Membership Type & Cost	Guest, Daily, Monthly, & Annual (no joining/initiation fee)	Guest, Daily, Monthly, & Annual
Equipment	Cardio Free weights Strength training	Cardio Free weights Strength training
Availability	Spacious, not too crowded	Can be crowded
Personal Training	Available	Varies
Supplemental Classes	Physical therapist	Tanning & massage
Classes	Barre, Bootcamp, Cycling, EMOM, Pilates, Strong, Tabata, Yoga, & Zumba	Depends on facility
Programs	CPR, First Aid, etc.	Depends on facility
Environment	Off-campus near high-school	

Local Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Price Comparison	\$51.50/mo Adult access for Fitness & Aquatic	\$200/semester for Community access to Fitness & Pool	\$25/bi-weekly payments for Fitness Only
Fitness & Cardio	X	X	X
Personal Training	X	X	X

Open Swim	X	X	
Swim Lessons	X		
Flexible Membership	X	X	X
Guest Passes	X	X	X
Senior Discounts	X	X	
Hours	Varies by Day	Variable by Day/ Events	24/7
Environment	Off-campus	On-campus	Off-campus
Parking	Accessible	???	Accessible

SWOT Analysis

<p><i>Strengths</i></p> <ul style="list-style-type: none">● Variety of amenities● Various affordable membership options● Approachable, welcoming staff● Convenience● City & school supported● Concessions● Insurance programs● On-site physical therapist & personal trainers● Patio● Newer, well-maintained equipment● Swim lessons & water movement Classes● Indoor pool with zero-depth access● Plenty of close & convenient parking● Cleanliness● Friends of Whitewater Aquatic Center covers 1/2 the membership fee for low-income families● Community involvement & giveback● Offering 24/7 access	<p><i>Weaknesses</i></p> <ul style="list-style-type: none">● Hours and availability● No gym, courts, or indoor track● Lack of outdoor amenities● No massage and/or tanning● Location & findability● Dated offerings of classes.● Limited scale and size● No childcare● Limited resources
<p><i>Opportunities</i></p> <ul style="list-style-type: none">● Virtual and/or recorded classes● Well-rounded wellness experience● Specialized, unique classes● Nutrition (smoothies coming soon)● Birthday parties & group reservations● Offering 24/7 access● Daily and guest passes● Patio● High School Swim Meets	<p><i>Threats</i></p> <ul style="list-style-type: none">● COVID-19● External regulations● Rural location in a small town● At-home fitness● Nearby outdoor and indoor pools

Target Market

Marketing efforts will target the following target audiences:

Audience	Families	Individuals
Demographics	<ul style="list-style-type: none"> ● Household with kids 	<ul style="list-style-type: none"> ● 18-64 years year old
Behaviors	<ul style="list-style-type: none"> ● Fitness, Aquatic, or Combo ● Tire out the kids 	<ul style="list-style-type: none"> ● Working out in fitness center ● Workout routines
Goals/Needs	<ul style="list-style-type: none"> ● Divide & conquer ● Kids entertainment ● Credible lessons/training 	<ul style="list-style-type: none"> ● Staying fit ● Health & wellness ● Keeping or building strength
Motivations	<ul style="list-style-type: none"> ● Pool & open swim ● Swim lessons ● Concessions 	<ul style="list-style-type: none"> ● Amenity variety ● Recreational fitness ● Quieter environment
Frustrations	<ul style="list-style-type: none"> ● Absence of zero-depth 	<ul style="list-style-type: none"> ● Limited hours ● Limited equipment or access
Key Strategies	<ul style="list-style-type: none"> ● J- Hawks ● Social media ● Posting events ● Hosting swim meets 	<ul style="list-style-type: none"> ● Corporate partnerships ● Social media ● Advertising

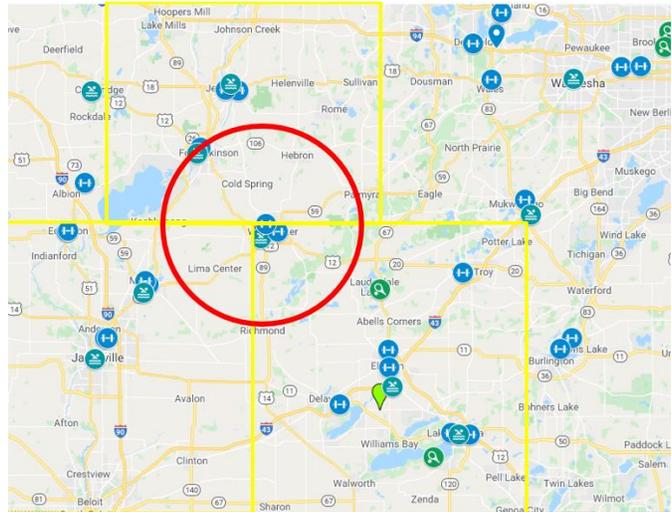
Audience	High School Students	Seniors
Demographics	<ul style="list-style-type: none"> ● Ages 14-18 years old 	<ul style="list-style-type: none"> ● 65 years/old+
Behaviors	<ul style="list-style-type: none"> ● Stop in for concessions ● Working out in fitness center ● Staying fit ● Socializing 	<ul style="list-style-type: none"> ● Leisure pool & hot tub ● Classes (yoga, senior, & water)
Goals/Needs	<ul style="list-style-type: none"> ● Cardio ● Work out between seasons 	<ul style="list-style-type: none"> ● Recovery ● Movement ● Socialization
Motivations	<ul style="list-style-type: none"> ● Greater variety than just free weights ● Energy drinks & concessions ● Being social with friends 	<ul style="list-style-type: none"> ● Recovery ● Movement ● Structure programming
Frustrations	<ul style="list-style-type: none"> ● HS only has free weights 	<ul style="list-style-type: none"> ● Unsure, don't want to get hurt ● Lack of cleanliness ● Cold pools ● Limited accessibility
Key Strategies	<ul style="list-style-type: none"> ● Proximity to high school ● High school coach referrals 	<ul style="list-style-type: none"> ● Seniors in the Park ● Insurance program referral

Audience	Faculty & Staff	Commuters
Demographics	<ul style="list-style-type: none"> ● 30 years old+ female/male ● Bachelor's degree+ 	<ul style="list-style-type: none"> ● 18-64 years old ● Live out of town
Behaviors	<ul style="list-style-type: none"> ● Lap swimming ● Yoga & fitness classes 	<ul style="list-style-type: none"> ● Fitness center ● Lap or leisure swimming
Goals/Needs	<ul style="list-style-type: none"> ● Life fitness & keep moving ● Health & wellness 	<ul style="list-style-type: none"> ● Health & wellness ● Employer encouraged
Motivations	<ul style="list-style-type: none"> ● Approachable staff ● Off campus (fewer students) ● Recreational fitness ● Quieter environment 	<ul style="list-style-type: none"> ● Employer insurance discounts ● Recreational fitness
Frustrations	<ul style="list-style-type: none"> ● Work-life imbalance (i.e. separate fitness from campus) ● Lap capacity 	<ul style="list-style-type: none"> ● Limited time ● Needs to be on the way home
Key Strategies	<ul style="list-style-type: none"> ● Whitewater Unified Teacher Discount Program ● City Employee Discounts 	<ul style="list-style-type: none"> ● Corporate partnerships

Market Potential

According to the [Wall Street Journal](#), the closer you are to the gym, the more likely you are to go. For gyms, 4-mile is the average distance. For more specialized gyms, the distance expands to about 6 miles. Considering the Whitewater Aquatic and Fitness Center location, they can recruit members from the tri-county area.

The map to the right depicts local area fitness centers and aquatic centers. The yellow rectangles represent the tri-counties, while the red circle depicts a 10 mile radius around the center and thus the likely target area.



According to [Zippia](#), there are about 64.19 million Americans who are members of a gym or health club. This equates to about 19% of the population having gym memberships.

Looking at a radius of 10 miles around the City of Whitewater, the estimated population is 44,076 ([view source](#)).

Thus, with an area population of 44,076, the market potential is 8,374 . Looking at the City of Whitewater specifically, the US Census estimates a total population of 14,889 thus a market potential of 2,829 ([view source](#)).

As of June 2023, the WAFC has 2,053 members with 999 primary members.

Capacity

The WAFC Facility has the following capacities:

Lap and Leisure pool	249
Whirlpool	10
Fitness Center	50
Fitness Studio	25

Organization & Management

Oversight

The Parks & Recreation Board provides oversight. Created pursuant to Ch. 2.52 of the Whitewater Municipal Code the Board shall consist of nine members including three ex officio members and six citizen members. All six of the citizen members shall be a resident of the city or a resident of the Whitewater Unified School District and at least three of the six citizen members shall be residents of the City of Whitewater. Five of the citizen members shall be appointed by the city under the procedure set out in Section 2.12.011. The final citizen member of the board shall be a member of the Whitewater Unified School District Board and shall be appointed by the School District Board. The three ex officio members shall not have specified residency requirement. Ex officio members will serve permanently or as long as they are holding office or are a representative of the following organizations: (1) District Administrator of the Whitewater Unified School District or his/her designee (1) Common Councilmember; and (1) University of Wisconsin-Whitewater Chancellor or his/her designee. There will also be one alternate member. Terms are for 3 years.

Chairperson	Steve Ryan (2027)	608-774-1238
	David Stone, Council Representative	262-473-4351
	Stephanie Hicks, School Board Representative	920-723-7892
	Megan Matthews UW-W Representative	920-728-2721
	Mike Kilar (2024)	262-473-1081
	Dan Fuller (2025)	314-651-1755
	Deb Weberpal (2026)	262-903-9443
	Ben Prather, WWUSD Rep.	262-472-8705
	Kathleen Fleming (2025)	62-215-9973
Alternate	Kori Oberle (2026)	608-577-8220

Organizational Hierarchy

The WAFC employs full time staff to operate and oversee the operation of the facility and staff. The WAFC Manager and Aquatic program coordinator direct the daily operations of the facility.

Parks & Recreation Director

The Whitewater Aquatic & Fitness Centers falls under the City of Whitewater Park & Recreation Department. The Park & Recreation Director provides oversight of the WAFC Manager and facility.

WAFC Manager

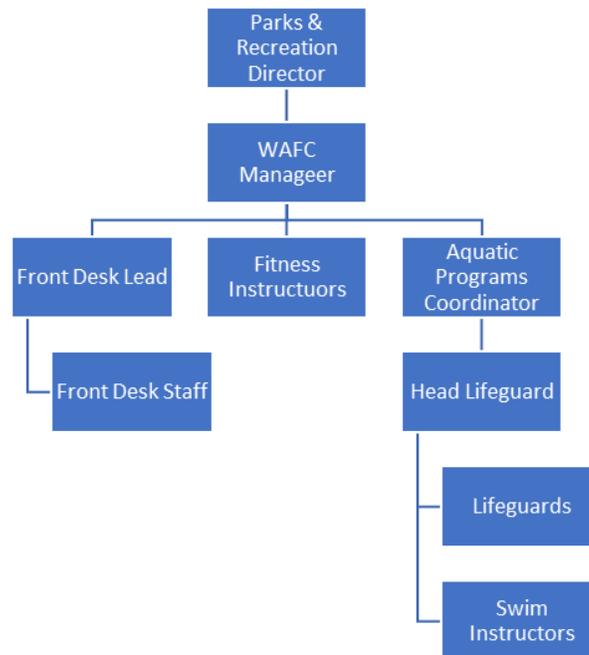
The WAFC manager is responsible for the management of the daily operations. This includes staff supervision, membership oversight, program and event organization, and marketing and communication for all programs and services. Together, with sport from the Aquatic Programs Coordinator, these two positions oversee a staff of 20-30 lifeguards, 12 front desk and concession staff and 10-12 fitness instructors.

Front Desk Lead

The facility has one Front Desk Lead. The Front Desk Lead assists in the training of new front desk staff members, coordinates birthday parties, and manages the social media. Social media is a vital outlet for sharing information with our members, guests and community and this position oversees the creation and timely posting of information. In addition, the Front Desk Lead assists with various administrative duties regarding memberships and day to day operations.

Front Desk Staff

The facility staffs one front desk person for morning and daytime weekday shifts and two staff members for evening and weekend shifts. Front desk staff members are responsible for greeting members, creating memberships, answering phone calls, completing sales for membership, managing rentals & birthday parties, and maintaining a clean working environment (i.e., the fitness center, lobby area, and lobby bathrooms).



Fitness Instructors:

The WAFC offers a variety of land and water fitness classes. Classes are offered in the mornings and evenings. In addition, we have one personal trainer on staff.

Aquatic Programs Coordinator

The Aquatic Programs Coordinator oversees the lifeguard staff, swim lesson staff, and water fitness instructors. This includes creating schedules, training, and communicating and enforcing rules and policies with staff. This position also coordinates all swim lesson programs and special events held in the pool (groups, private rentals, birthday parties). In addition, the Aquatics program coordinator fills in when needed in the aquatic staff roles, including lifeguarding or teaching swim lessons.

Head Lifeguard

The primary responsibility of the head lifeguard is to ensure that all other lifeguards are adhering to WAFC policies and procedures. The Head Lifeguard assists in the training of new staff, in-service meetings and leading shift rotations. They set an example for other staff members by prioritizing the safety of the guests and practicing customer-friendly interactions to enhance our guests' swim experience every time they enter the facility. Secondary duties include directing the cleaning and upkeep of the WAFC facilities, conducting swim lessons and slide attending.

Lifeguards

The WAFC requires two lifeguards for morning adult swim so that there is one lifeguard in each pool. Four lifeguards are required for open swim. Each water feature requires a lifeguard (i.e., lazy river, slide, leisure pool and lap pool). Lifeguards are responsible for maintaining a safe pool environment for patrons that includes scanning pools, assisting distressed patrons, and preventing water accidents. In addition, lifeguards assist in cleaning pool areas and locker rooms.

Swim Instructors:

Three swim lesson sessions are held throughout each year. The WAFC offers over six lesson levels for children ranging from infants to 8 years old. Each swim lesson class requires 2-3 swim lesson instructors depending on the number of participants. Private lessons are also provided based on availability. In addition, we provide three swim lesson instructors to the school district for their summer swim program.

The Team

Eric Boettcher, Park and Recreation Director

Eric has been the Director for Whitewater Parks and Recreation since June of 2017. Eric earned his Bachelor's degree in Parks and Recreation from the University of Minnesota. Prior to Whitewater, he worked for multiple departments throughout Minnesota and Wisconsin since 1992. Eric is a Certified Park & Recreational Professional through the National Parks and Recreation Association.

Eric enjoys the great outdoors with his family any chance he gets. He is an avid skier and enjoys hitting the slopes in winter. Eric is originally from Green Bay Wisconsin where he got his start in the recreation field as a lifeguard and aquatics manager. He is excited to be working with the WAFC staff and members.

Lorelei Bowen, Whitewater Aquatic and Fitness Center Manager:

Lorelei is responsible for the day to day operations and staff oversight of the facility. This membership management, programming, special events, purchasing, marketing and staff management. In addition to serving as WAFC manager, she is also our yoga instructor. Customer service is the foundation of her skill set, and she strives to make the WAFC an inviting place for all members and guests.

Nicolle Lahaie, Whitewater Aquatic and Fitness Center Front Desk Lead

Nicolle assists in front desk staff training and procedure implementation. She is also responsible for managing our social media marketing. This is accomplished through creating monthly content calendars, engaging content, graphics, images, videos and providing appropriate feedback to follower engagement. Nicolle's creativity and interpersonal skills allow her to shine in this role.

Morgan Radaj, Whitewater Aquatic and Fitness Center Head Lifeguard, LGI

Morgan is one of our two head lifeguards in addition to our on staff Lifeguard Instructor. She assists in training new staff members, planning our in-service meetings, and coordinating swim lessons. Morgan helps in maintaining open communication with our lifeguard staff by keeping them updated on facility rules, schedules and any other pertinent information. In addition Morgan teaches all of our lifeguarding training courses as she is a certified red cross instructor.

Spencer Weinandt, Whitewater Aquatic and Fitness Center Head Lifeguard

Spencer, as the head lifeguard, puts together the schedule and makes sure priority shifts including birthday parties and events are staffed. He also ensures that lifeguards are up to date on changing procedures, elements of our Emergency Action Plan, and lifeguard skills are up to date and practiced. Furthermore, he makes sure groups and special activities are aware of rules, works with other lifeguards to ensure scheduling changes and missed clock-ins are taken care of, and staff morale is high.

Recruiting

Now Hiring: <https://www.whitewaterafc.com/jobs>

When a new job is posted,

1. Posted to <https://www.governmentjobs.com/careers/whitewaterwi>
2. WAFC posts new job postings to Facebook and Instagram.
3. WAFC also posts regularly about lifeguard training as applicable.
4. WAFC shares lifeguard training in newsletter & occasionally includes job postings.
5. WAFC advertises lifeguard openings as opportunities.
6. WAFC sends the staff flyers to post at University.
7. WAFC staff shares job postings in various student organizations and groups.
8. The City of Whitewater social media shares all new job postings and posts weekly roundups of all open jobs.
9. Posts WAFC jobs to school district website.
10. Coordinating with WUSD to structure a school year program where students can earn 1 credit for taking lifeguard training during the 9th hour.

The Operations Plan details more specifics on staffing incentive program as well programs and offerings.

Staffing Incentive Program

Lifeguards are our target staff needed for the WAFC. WAFC staff have partnered with the Friends of the Aquatic Center to provide for staffing of the lifeguards.

The Friends of the Whitewater Aquatic and Fitness Center are generously offering a limited time incentive program for new qualified WAFC lifeguards. The group will provide full training reimbursement to qualified WAFC employees. In addition, they are offering a \$250.00 sign on bonus to new lifeguards who qualify. 18- 20-hour weeks and a signed agreement is the first requirement of eligibility.

Lifeguard Training Program

Fall 2023, WUSD partnerships & LGI

Develop and Promote Lifeguard Training program for 2023-2024 school year. This includes lining up Lifeguard Training Instructor and coordinating with Whitewater High School to provide LGI training program for High School Students.

Spring 2024 – UW-Whitewater

Establish additional lifeguard training opportunities. Coordination with UW-Whitewater will allow us to provide additional training opportunities for new and existing department staff (full and/or part-time). Lifeguard Certification Course Instructors will be added as Red Cross instructors to our facility to provide additional trainings and in-services.

Fall 2024 – Other School Districts

Establish additional lifeguard training opportunities. Coordination with surrounding communities will allow us to provide additional training opportunities for new and existing department staff (full and/or part-time). Lifeguard Certification Course Instructors will be added as Red Cross instructors to our facility to provide additional trainings and in-services.

Junior Lifeguard

Research, develop and implement a Junior Lifeguard program as a feeder program to WAFC Lifeguard Training Program. 2025 early year planning to be implemented for the Spring/Summer of 2025 as part of Summer School Program and continue as another offering within our swim lesson program. This program will require facility to be staffed with an adequate number of fully trained and certified lifeguards. The program is structured by a mentee/mentor relationship. This allows the junior lifeguards to shadow and experience the duties of a lifeguard while receiving training through structured activities and hands on observations. In addition, the program will require lifeguards on duty while participants complete water drills and skills. (Note: this portion of the plan will be detailed more in the WAFC Business Plan and Marketing Plan)

Support Resources

Friends of the WAFC

Founded in 2010, the Friends of the Whitewater Aquatic and Fitness Center group is made up of community members who support the WAFC and their effort to promote health and fitness in the Whitewater area.

The Friends group provides funding for various purposes. First, the Family Partnership offers reduced membership rates for low income families and individuals. Also, the Friends have instituted a reduced rate swim lesson program made possible through a donation in memory of a Whitewater resident. Second, the Friends group also raises funds for our lifeguard incentive program, signage, and structural improvements of the WAFC.

A consultation is scheduled with the Fundraising Consultant who crafted the Irvin L Young Library Capital Campaign. The Friends of the WAFC could serve as the third-party fundraising committee. The WAFC will be exploring the next steps to develop a formal capital fundraising campaign. This process will involve the following:

1. Establish a fundraising committee.
2. Identify fundraising opportunities.
3. Develop a fundraising plan.
4. Launch fundraising campaign.
5. Cultivate donor relationships.
6. Create naming and recognition opportunities.
7. Engage the local community.
8. Discuss grant application and partnership.

American Red Cross

The WAFC adheres to the standards and requirements of the American Red Cross for all water safety guidance.

All lifeguards staffed at the WAFC are required to hold a valid American Red Cross Lifeguarding certification. In addition, we staff an American Red Cross Lifeguard Instructor (LGI) to host lifeguard training courses as well as conduct in-service training days for our staff.

Front desk and fitness instructors are trained in First Aid/CPR/AED through the American Red Cross. Lastly, our swim lesson program follows the standards and curriculum provided by the American Red Cross.

The American Red Cross is a leader in Aquatic and safety training standards. We streamline all of our training programs through this organization to ensure we obtain a consistent standard of safety and curriculum in all of our programs.

Key Suppliers

- Concessions - Lipari, Pepsi, and Sam's Club
- Cleaning – Nasco
- Fitness Equipment & Repairs - Direct Fitness Solutions
- Pool Maintenance - Carrico Aquatic Resources Inc.

Hours of Operation

Facility Hours

Monday – Friday 5:30 AM -9:00 PM

Saturday 7:00 AM – 4:30 PM

Sunday 12:00 PM – 4:30 PM

Adult Swim Hours

(Lap and Leisure Pool Open)

Monday – Friday 6:00 am – 1:00 PM

Saturday 7:00 am – 12:00 PM

Open Swim (Children and Adults)

**Define Ideal if we had full staff*

Monday – Friday 3:30 pm - 8:30 PM

Saturday 12:00 PM – 4:30 PM

Sunday 12:00 PM- 4:30 PM

Currently Varies due to staffing shortage of lifeguards. Weekly ideal is 3:30pm- 7:00pm.

Fitness Center Hours

Monday–Friday: 6:00 am–9:00 pm

Saturday 7:00 am–4:30 pm

Sunday: 12:00-4:30 pm

****24-hour access was offered to members starting March 15, 2023***

Services & Products

Problems You Solve

- Safe, family-friendly recreational environment
- Opportunity to improve fitness & wellness
- A space for rehab services
- Guidance on your fitness journey & preventive healthcare
- Improving mental health through exercise
- A community gathering space for all ages
- A pool for swim team, club team, swim lessons, & aquatic classes
- Water safety education
- CPR, first aid, and lifeguard training opportunities

What the WAFC Offers

The Gym, Health, & Fitness Club industry offers the following:

- Membership fees – Provide access to aquatic, fitness, and/or both
- Guest admissions – Day passes allow guests to try out the facility as well as participate in a fitness class, adult swim, open swim, and programming
- Swim lessons – Registration and an additional fee is required
- Meals & beverages - The concession stand provides snacks, food, & beverages
- Merchandise Sales – The Pro Shop sales goggles, swim caps, and other necessities for the member/guest convenience
- Rentals – Rent out the space for a birthday party or another gathering
- Sponsorship – Sponsor a lap lane or an event
- Personal Training

In addition to the products and services listed above, the Aquatic Center is also used by the WUSD and J-Hawks Swim Team. Additional products & services could include massage or spa services.

Membership Fees

Members can gain access to the WAFC in the following ways:

- Flexible membership
- Day Passes
- Insurance programs
- Corporate memberships

Flexible Memberships

1) All Access - Get access to all of the Whitewater Aquatic and Fitness Center's amenities. Select an annual up-front fee, monthly fee with an annual commitment, or a monthly fee without any month-to-month commitment.

Type	Annual Fee	Monthly Fee (1 year commitment)	Monthly (No commitment)
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Youth, Student, or Senior	\$472.77	\$44.29	\$52.53
Adult	\$557.23	\$51.50	\$59.74
Senior Couple	\$620.06	\$57.68	\$65.92
Family (2+ people)	\$725.12	\$67.98	\$76.22

2) Aquatic or Fitness Only - Get access to all of the Whitewater Aquatic and Fitness Center's amenities. Select an annual upfront-fee, monthly fee with an annual commitment, or a monthly fee without any month-to-month commitment.

Type	Annual	Monthly Fee (1 year commitment)	Monthly Fee (no commitment)
Youth, Student, or Senior	\$325.48	\$30.90	\$38.11
Adult	\$388.31	\$36.05	\$43.26
Senior Couple	\$399.64	\$37.08	\$44.29
Family (2+ people)	\$484.10	\$44.29	\$51.50

Insurance Programs

WAFC accepts Renew Active by UnitedHealthcare and Silver & Fit. Eligibility depends on your specific insurance plan. Contact us so that we can work with you and your insurance company to determine your options.

Corporate Memberships

As of 2023, the WAFC offers a discounted corporate membership for the City of Whitewater, WUSD, First Citizens Bank, and Generac. The employees are billed directly for their membership.

In 2024, the WAFC will launch a new corporate membership program like the YCMA. Similar to the insurance tracking, the WAFC will charge the employee the discounted rate at the beginning of the month. Then, on a given date, member attendance will be reviewed. If they check in more than 6 times, the company will be billed. If they check in less than 6 times, the employee will be billed. The specifics are to be determined. As an example, the WAFC could offer a corporate membership discounted rate of \$50 where the employee pays \$40 and the employer pays \$10 as long as the employee checks in 6 times a month.

Guest Admissions

Try our fitness center out for the day, participate in a fitness class, or bring the family for open swim. Whitewater Resident: \$8/person. Non-Resident: \$10/person

Swim Lessons

The Aquatic Center offers a variety of certified swim lessons including the American Red Cross Learn to Swim Program, Levels Pre-1 through Level 6, and Parent/child classes. The facility hosts three sessions of swim lessons September – May. Lessons are available on Monday and Wednesday evenings and Saturday mornings. Approximately 72 participants on average per session. In addition, private lessons are

available upon request. On average, there are 70-100 private lesson participants per year.

Group swim lessons consist of eight lessons scheduled on Monday and Wednesday for four weeks. The minimum for a class to be held is 3 and the maximum is 10. If classes are canceled, a credit is given (no refunds are issued). Swim lessons cost \$50.00 members; \$60, non-members

Private swim lessons are offered to any age swimmer wanting to learn how to swim, improve their swim strokes, or any level in between. Private lessons are offered year-round to fit your family's schedule. Lessons are 30 minutes in length and customized to the swimmer's ability. We also offer semi-private lessons.

Meals & Beverages

Grab a snack or refreshment before or after your workout and/or swim.

The concession stand offers:

- Pepsi soft drink products
- Lapri pre-made foods including soft pretzels, nachos, cinnamon rolls, premade sandwiches and a variety of chips and other snack foods
- Assorted candies
- Johny pop ice cream bars

Pro Shop

The Pro Shop sells goggles, swim caps, and other necessities for the member/guest convenience.

Facility Rentals

The Whitewater Aquatic and Fitness Center offers a variety of rental options - meeting room reservations, group rentals, and private after hours rental. For your next group meeting, class, training, or gathering, our multi-purpose room can accommodate organizational meetings, yoga classes, CPR training, birthday parties, etc.

For school groups and field trips, group rentals are available. For businesses, groups, service organizations, or families, we offer private rentals where you can reserve the lap pool, leisure pool, or both for special events.

Group Rental Fees

Number of People	Fee
15-25	\$5.50/person
26-40	\$5.00/person
41-55	\$4.50/person
WUSD Members	\$4.50/person

Private Rentals

Lap Pool Only (Max Capacity is 249)				
# of People	20-50	51-100	101-200	201-250
Base Charge	\$150	\$150	\$175	\$200
Per Person	\$5	\$5	\$5	\$5
Max Charge	\$350	\$550	\$975	\$1,200

Leisure Pool Only (Max Capacity is 249)				
# of People	20-50	51-100	101-200	201-250
Base Charge	\$200	\$200	\$225	\$250
Per Person	\$5	\$5	\$5	\$5
Max Charge	\$400	\$600	\$1,025	\$1,250

Lap & Leisure Pool (Max Capacity is 249)					
# of People	20-50	51-100	101-200	201-250	250-500
Base Charge	\$275	\$275	\$300	\$325	\$375
Per Person	\$5	\$5	\$5	\$5	\$5
Max Charge	\$500	\$675	\$1,110	\$1,325	\$2,375

Sponsorships

The Whitewater Aquatic and Fitness Center values each and every donation we receive from our supporters. By becoming a Sponsor to the WAFC your business will help our facility to continue to provide the Whitewater community with a space for wellness and recreation. Sponsorship funding is put towards swim lesson programs, health and wellness community education programs as well as facility improvements. Help us keep wellness in whitewater by participating in our community sponsorship program.

Lane Sponsorship	<i>\$800.00/Lane Limited sponsors</i>
<ul style="list-style-type: none">• A banner prominently displayed above the lap lane in our lap pool.• A mention of the business name on member lap lane signup.• A featured spot every 8 weeks on lap lane signup.• Logo displayed on the weekly signup link and in our member weekly email.	

Open Swim Night Sponsorship	<i>\$500/Event</i>
<ul style="list-style-type: none">• Listing your business name and logo on event flyers, Facebook event page, and all marketing materials.• Provides a free night of family fun to community members.	

Health and Wellness Event Sponsor	<i>\$300/Event</i>
<ul style="list-style-type: none">• Listing your business name and logo on event flyers, Facebook event page, and all marketing materials.• Sponsoring a health or wellness event provides funding to bring in a wellness professional (Physical therapist, Dietitian, Nutritionist, Doctor etc.) to present an educational topic free to all community members hosted at the WAFC.	

Special Events Sponsorship	<i>\$200/Event</i>
<ul style="list-style-type: none">• Listing your business name and logo on event flyers, Facebook event page, and all marketing materials.• Be a part of the fun by sponsoring a special event such as our senior center luau pool party or WAFC holiday party! Sponsoring special events helps provide supplies, food and entertainment for our community engagements.	

Whitewater Unified School District Use

WUSD uses the Aquatic Center for its swim time, swim lessons program, and freshman swim unit gym class.

Swim Teams

WUSD's largest use is for the high school swim team. The girls swim team season starts the middle of August and runs through to November. The boys season starts in the middle of November and ends in March. The season schedule for both teams is Monday – Friday 3:30 – 6pm and Tuesday and Thursday mornings 5:45-7:15 am.

Swim Lesson Program

WUSD offers two – 2- week sessions of a learn to swim program. This program is offered in conjunction with the district's summer school program. Swim program is held in the mornings Monday – Friday from 9 am – 12:00 pm.

Whitewater High School Freshman swim unit P. E class

Swim Lesson Program for incoming freshmen are held December – January The 15-day unit of swim lessons is held in the afternoons during the school day.

J-Hawks Swim Team

The Whitewater Aquatic and Fitness Center hosts swim practices for the J-Hawk Aquatic Club. In addition to hosting practices the WAFC also hosts J-Hawk swim meets.

Mini-Hawk team practice:

Sept-August Mon/Wed/Fri evenings

Junior Team practice:

Sept-August Mon/Wed/Fri evenings

High School Conditioning Team

Sept-August Mon-Fri evenings

Senior Team practice:

Sept-August Mon-Fri evenings

National Team practice

Year-round Mon-Fri evenings

Member Offering

Amenities

The following amenities are included in membership:

- 24/7 Fitness
- Cardiovascular training
- Concessions
- Cycling
- Group fitness classes
- Leisure pool
- Lap pool
- Locker rooms
- Strength training
- Whirlpool

WAFC Adult Swim

Offered Monday – Friday from 6:00 am – 1:00 pm and on Saturday from 7:00 am - 12:00 pm. A large majority of our membership uses the pool daily during this time. This is the facility's busiest time of day with fitness classes being offered in the pool as well as open swim. Average approximately 75 people checking in during this morning time.

WAFC Open Swim

Children and adults are able to use both pools and all amenities the aquatic facility has to offer. This is our heaviest staff need for the facility requiring 4 lifeguards to be on duty during this time. Open swims are high priority for day pass users and birthday parties/rentals. Open swims are the highest volume of facility use of any of our programs. The majority of these busy times are late afternoon and weekends.

Programming

The WAFC offers a variety of land and water fitness classes year-round for participants of all fitness abilities. Classes are led by our certified fitness instructors and are held in person and as well as online via Zoom. All classes are included in WAFC membership. The WAFC offers day pass and punch card options for non-members.

Land Classes	Aquatic Classes
Barre fitness	Aqua Yoga (Leisure)
Bootcamp	Aqua Zumba – Deep Water & Heart Racers (Lap)
Cycling	Joins in Motion (Leisure)
Piloxing	Master Swim (Lap)
Pilates	Strong30 (Leisure)
Strength & Step	Water Warriors (Lap)
Suspension	Lifeguard Training
Yoga	
Zumba	

Client Testimonials & Success Stories

"I have been attending Lorelei's yoga class for over 5 years. She is an excellent instructor. Class is always a little different which makes it interesting. I have benefited from this class through better flexibility and balance. By focusing on breathing during class, I am able to clear my mind of tension and distraction. It is always a full body workout. I feel calm and relaxed after every class. It is a wonderful way to start the day. Yoga has been a wonderful addition to the WAFC classes. I would recommend it to everybody" – John D.

"My favorite class was water aerobics. Even though it had to be at 5:45 in the morning! Good way to start the day. And I think most of us that went to the class really miss the coffee social hour after class. I love that they opened the swim lanes. I try to go 3 times a week and got up to 20 laps a few times. My husband really enjoys the workout room. He has a history of severe back issues and uses some of the machines to strengthen his core. And of course we LOVE the hot tub!" – Jean B.

Differentiators

The WAFC will differentiate itself from the local competition by:

- Flexible memberships
 - No contracts
 - Aquatic, fitness, vs. combo for student, household, and/or seniors.
 - Simplify with a pricing matrix table vs. wordy descriptions.
 - Discounts for city and Whitewater Unified employees
- Make it easy to try it out:
 - Classes/programs are available to non-members with a daily passes
 - Guest passes and daily passes available
- Unique offerings
 - Swim lessons
 - Classes including Barre, Pilates, Tabata, and Zumba
- Make it easy to learn about the senior discounts offered.
- Highlight what makes your environment special:
 - Recreational fitness with approachable staff
- More laid back, quiet, less competitive environment

Marketing

Objectives

Marketing efforts will focus on the following six objectives:

1) Increase Brand Awareness

Raise awareness of the Whitewater Aquatic & Fitness Center and its amenities.

2) Build Following & Generate Interest

Build a following and engagement online and generate interest in the facility through both traditional and digital marketing channels.

3) Generate Leads

Capture membership inquiries via the website and/or Rec Desk software.

4) Increase Membership & Revenue

Increase membership by 5% in 2024, 5% for 2025, & 3% in 2026.

Increase program registration by 5% in 2024 and 5% in 2025.

Increase day pass rate by 10% in 2024 and 5% in 2025.

Increase rentals by 15% in 2024, 10% in 2025, and 3% in 2026.

Increase membership fees by 3% per year.

Increase concession and pro shop sales by 10% in 2024 and 2025.

Increase sponsorships by 60% for 2024.

5) Increase Member Involvement

Increase registrations for programs (i.e., CPR, Lifeguard, etc.) and/or classes (i.e., Cycling, Yoga, etc.)

6) Build Loyalty

Encourage positive word of mouth, bringing a guest, and/or membership upgrades (i.e., from fitness only to aquatic/fitness membership).

8) Recruit more applicants and employees.

Hire 10 more lifeguards through friends' group. Retain current staff. Work with the WUSD and UWW to recruit more applicants and staff.

Customer Journey

To get new members, a person/family needs to be aware of the facility, express interest in a membership, consider the value of the membership, and ultimately purchase a membership. Once a member, member retention and loyalty is important. Even though the goal is more members and revenue, the marketing strategy also focuses on raising awareness, increasing interest, & promoting favorable consideration along the way.

- Awareness: A consumer becomes aware of your brand
- Interest: A consumer thinks you can solve their problem & wants to learn more
- Consideration: The consumer is evaluating alternative solutions to their problem
- Purchase: The consumer takes action.
- Loyalty: The consumer provides referral and/or repeat business

Stage	How to Target
Awareness	<ul style="list-style-type: none"> ● SEO ● Referral & city/school partnership ● Social media ● Press releases ● Direct mail – Holiday card with free guest pass ● Health fairs – As applicable ● Job fairs – High school or college for lifeguards & front desk ● Referral program – Refer a friend & guest past each month ● City Guide ● University Community Showcase ● Partnerships – WUSD, City, and maybe University ● Summer Big Rig Event – People who attended got day passes ● Parks & Recreation cross promotion ● On-campus flyer promotion for lifeguards
Interest	<ul style="list-style-type: none"> ● Website ● Social media ● Member testimonials and/or success stories ● City Guide ● Galleries, video tours, & images
Consideration	<ul style="list-style-type: none"> ● Pricing matrix ● Testimonials & reviews ● Brochures & flyers ● Member introduction phone calls and/or appointments ● Daily pass for classes and/or center access
Purchase	<ul style="list-style-type: none"> ● In-person membership sign-up meeting
Loyalty	<ul style="list-style-type: none"> ● Member-focused guidance, customer service, training & coaching ● Referral program ● Newsletter ● Social Media

Owned Promotional Channels & Content Distribution

The following table lists “owned” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel.

Channel	Frequency	Content
Website	As needed	<ul style="list-style-type: none"> • Add copy & content to pages. • Update announcements
RecDesk	Weekly/monthly	<ul style="list-style-type: none"> • Update swim/class schedule • Update calendar of events
Facebook & Instagram	3-5 posts/week	Follow content calendar: <ul style="list-style-type: none"> • 1 Monthly Fitness Schedule • Monday Fitness Class Schedules • Thursday Open Class Schedule • Friday Feature of Amenities & Classes • Wednesday Promotions & DYK • 1st Tuesday Testimonials • 2nd Tuesday Staff Highlight • 3rd Tuesday Member Success • Integration of campaign schedule • Post job openings as applicable
Email	Monthly	<ul style="list-style-type: none"> • Classes, open swim, & hours
GoogleMyBusiness	Monthly	<ul style="list-style-type: none"> • Monthly fitness schedule • Upcoming events & programs
Direct Mail	Semi-annual	<ul style="list-style-type: none"> • Mail a postcard to local residents offering a free daily pass to check out the center • December win-back postcards

Partner Promotional Channels & Content Distribution

The following table lists “partner” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. For cross-promotion, it is best to share the partners original content than repost as your own.

Channel	Frequency	Content
Facebook	As-needed	<ul style="list-style-type: none"> • Share content from the original source and mention the source in the share (i.e., City of Whitewater, Seniors in the Park, etc.)
Banner	As-needed	<ul style="list-style-type: none"> • Share newsletters
Park & Rec Newsletter	Monthly	<ul style="list-style-type: none"> • Calendar of events & swim lessons • Highlight amenities and offerings • Have a presence at P&R events

Campaign Schedule

The promotions will be tagged in Rec Desk. Going forward, the action plan will specify goals for the upcoming campaigns. In our quarterly report, the performance of each campaign will be reported and evaluated.

Month	Type	Topic	Action Plan
Annual	Referral Program	Refer a friend for annual membership & get one day free	Credit account
Annual	Referral Program	Annual renew & get three free guest passes	Provide day passes
January	Program	Mid-January-Mid February Swim Lessons	Newsletter Highlight & 2 social posts
January	Promotion	Bring a Friend with Free Day Pass	Newsletter Highlight & 2 social posts
February	Program	Mid-February-Mid March Swim Lessons	Newsletter Highlight & 2 social posts
February	Promotion	Bring a Friend with Free Day Pass	Newsletter Highlight & 2 social posts
March	Program	April-May Swim Lessons	Newsletter Highlight & 2 social posts
March	Event & Promotion	Egg Float Event & bring a food donation to get the day free	Newsletter Highlight & 2 social posts & events
April	Event & Promotion	Egg Float Event & bring a food donation to get the day free	Newsletter Highlight & 2 social posts & events
May	Promotion	Donate a life jacket get 4 day passes	Newsletter Highlight & 2 social posts & events
May	Promotion	National Firefighter Appreciation Day + Police	Give a free a 24/7 access pass for January
June	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
July	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
August	Program	September – October Swim Lessons	Newsletter Highlight & 2 social posts & events
August	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
September	Program	October-November Swim Lessons	Newsletter Highlight 2 social posts
September	Promotion	Back to School WUSD Employees & Students with ID - Get the month free	Connect with School District to Share
October	Promotion	Free community black light class	Newsletter & 2 social posts

November	Event	Turkey Trot	Newsletter Highlight 2 social posts
November	Promotion	Thanksgiving Food Drive - bring a food donation to get the day free	Newsletter Highlight 2 social posts
November	Giveback	Giving Tree - Grab an ornament & bring a toy for United Way	Newsletter Highlight 2 social posts
December	Events	Holiday Party	Newsletter & 2 social posts
December	Promotion	Win-Back Direct Mail & Email	

Membership Recruitment & Retention

Membership Feedback

Add information

Membership Recruitment

Membership reports are included in all Park & Recreation board meetings.

On a quarterly basis, staff will meet to review the quarterly report, evaluate what is working vs. what is not working, and adjust accordingly. See report draft for May 2023.

New member survey:

https://docs.google.com/forms/d/e/1FAIpQLSdfTSU-CGcH1RYYQ5n16lR4D7OvdTCX1ohIWvlzqKGrp5gl-Q/viewform?usp=sf_link

Membership Retention

Membership retention is vital to the health of our overall membership. Staff will use the following measures to focus on retaining members:

- Automated email to members prior to expiration.
- Follow up calls are being made by Front Desk staff. The staff are asking questions similar to the exit survey and taking notes. At the end of the month, this information will be submitted electronically via the Exit Survey.

Exit survey:

https://docs.google.com/forms/d/e/1FAIpQLSe1MzUxutUjv0ck40UV8emQSuw9Tgr4XiyU8Ja2gTZFaeyqWA/viewform?usp=sf_link

Incentives/Deals/Promotions

Please reference the campaign schedule to view facility promotions.

Financials

Historical Financials

Below is a summary of the historical financials. The full reports are listed in the appendix.

Revenue

Revenues	2016	2017	2018	2019	2020	2021	2022
Aquatic Memberships	124,276.43	264,898.69	263,491.78	275,786.40	118,557.65	153,469.78	219,346.08
Aquatic Day Pass	49,471.93	139,954.40	135,081.29	122,114.71	24,723.01	29,627.31	73,696.97
Aquatic Classes	24,750.10	40,375.76	35,201.39	28,731.19	9,074.19	10,443.11	24,560.05
Aquatic Rentals	10,034.20	24,405.33	27,343.48	25,535.92	8,258.79	5,648.35	3,792.03
Aquatic Other Income	26,720.73	71,900.22	61,731.43	68,022.49	14,245.93	11,752.68	24,465.17
Other Financial Sources	53,112.24	194,209.63	156,000.00	156,000.00	156,000.00	193,500.00	243,500
Total Operating Revenue	288,365.63	735,744.03	678,849.37	676,190.71	330,859.57	404,141.23	589,360.30
Facility Generated Revenue	235,253.39	541,534.40	522,849.37	520,190.71	174,859.57	210,641.23	345,860.30

Expenses

Expenses	2016	2017	2018	2019	2020	2021	2022
WAC Management	68,970.70	113,876.35	114,052.68	119,594.55	84,160.39	86,198.52	111,582.62
Front Desk	29,321.04	96,749.17	80,887.68	69,569.33	63,030.10	73,334.09	93,257.85
WAC	14,262.91	30,310.59	63,074.63	82,698.19	33,642.91	35,928.45	46,466.30

Fitness							
WAC Aquatic	116,848.45	230,450.57	240,430.70	186,647.58	100,630.17	114,455.64	116,123.53
WAC Maintenance	148.36	239.89	-	2,607.50	-	3,864.62	15,354.30
WAC Admin	16,777.44	19,671.94	12,501.11	12,041.84	9,112.25	11,251.25	21,563.38
WAC Pool Expenses	20,362.82	48,973.35	42,342.99	40,845.10	28,303.01	42,250.39	37,907.12
WAC Utilities	99,259.56	200,995.47	158,261.81	165,772.91	138,119.37	176,051.65	201,614.12
WAC Other Expenses	22,085.17	59,992.98	59,853.25	60,370.93	20,676.40	30,139.71	38,814.81
Total Operating Expenses	388,000.48	801,190.31	771,404.85	740,147.93	477,674.90	573,474.32	686,684.03

Total Operating Net

	2016	2017	2018	2019	2020	2021	2022
Total Operating Revenue	288,365.63	735,744.03	678,849.37	676,190.71	330,859.57	404,141.23	589,360.30
Total Operating Expenses	388,000.48	801,190.31	771,404.85	740,147.93	477,674.90	573,474.32	686,684.03
Total Operating Net	(99,634.85)	(65,446.28)	(92,555.48)	(63,957.22)	(146,815.33)	(169,333.09)	(93,323.73)

Timeline

In 2016, a new agreement was reached where the City of Whitewater would operate the WAFC in a joint venture between the WUSD and City (50/50 partners). WUSD owned facility and City operated facility.

From 2017 to 2019, the City worked to control expenses of the facility while determining revenue streams and how to increase revenue. Between 2019 and 2019, 2019 was the best recent year with minimal loss.

Then, in 2020, COVID-19 closed the facility for 3-months. For the following year and half, operations were reduced due to COVID-19 restrictions.

In 2021, the WAFC focused on rebuilding and reopening - bringing back programs, increasing member participation, replenishing staff, and increasing day passes/memberships. They also worked to craft a marketing plan, design a new website, and created a separate identity to hit the ground running when restrictions were lifted.

Work continues through 2022 and 2023. In 2022, a full schedule of in-person classes and group swim lessons returned. WAFC began to slowly bring back limited birthday rentals as staff restriction permitted. In 2023, WAFC implemented 24/7 fitness, brought back birthdays with food packages, crafted the lifeguard incentive plan with the Friends of WAFC, and conducted a marketing audit. The WAFC is evaluating marketing efforts quarterly as well as reviewing memberships and financials monthly.

2023 is the first time since 2020 when the membership has been re-established. Now, the facility can take a more proactive approach to raising awareness, recruiting membership and employees, and releasing new offerings/amenities (24/7 fitness).

Pro Forma

The Pro Forma is based on the latest 2024-2025 budget draft detailing a 6 year plan with a 50/50 split.



2022-2023 Budget
Aquatic Center Special Revenue Fund-247

6 Year Plan 50/50 Split

Expense Growth 3% 3% 3% 3% 3% 3%
Membership Growth 1.9% 5% 5% 3% 3% 2% 2%
Rate Growth 3% 3% 3% 3% 3% 3%

REVENUES	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
AQUATIC CTR-MEMBERSHIPS											
247-41000-55	FAMILY MEMBERSHIP REVENUE	81,205	203,618	131,790	200,000	210,200	227,300	241,100	255,800	268,700	282,300
247-41100-55	MONTHLY EFT REVENUE	1,181	669	62,032	8,000	600	600	600	600	600	600
247-41200-55	YOUTH MEMBERSHIP REVENUE	-	-	520	-	7,000	7,600	8,100	8,600	9,000	9,500
247-41250-55	ADULT MEMBERSHIP REVENUE	60,182	699	916	1,000	14,800	16,000	17,000	18,000	18,900	19,900
247-41300-55	SENIOR MEMBERSHIP REVENUE	432	180	3,698	1,000	9,700	10,500	11,100	11,800	12,400	13,000
247-41350-55	SILVER SNEAKERS MEMBERSHIP	10,470	14,181	20,180	20,000	19,400	21,000	22,300	23,700	24,900	26,200
247-41400-55	COUPLE MEMBERSHIP REVENUE	-	-	-	-	-	-	-	-	-	-
247-41500-55	COLLEGE STUDENT MEMBERSHIPS	-	-	1,493	-	-	-	-	-	-	-
Total:		153,470	219,346	220,629	230,000	261,700	283,000	300,200	318,500	334,500	351,500
AQUATIC CTR-PASSES											
247-42000-55	ADULT DAY PASSES	19,860	43,428	56,651	70,000	52,000	56,200	59,600	63,200	67,000	71,100
247-42100-55	YOUTH DAY PASSES	4,630	18,777	31,888	38,000	28,100	30,400	32,300	34,300	36,400	38,600
247-42200-55	SENIOR DAY PASSES	-	-	-	-	-	-	-	-	-	-
247-42300-55	GROUP RATES	4,837	11,491	9,152	14,000	11,800	12,800	13,600	14,400	15,300	16,200
Total:		29,327	73,697	97,692	122,000	91,900	99,400	105,500	111,900	118,700	125,900
AQUATIC CTR-CLASSES											
247-43000-55	SWIM LESSONS	4,738	15,716	18,000	21,000	17,800	19,300	20,500	21,700	23,000	24,400
247-43100-55	SUMMER SCHOOL SWIM LESSONS	(942)	-	-	-	-	-	-	-	-	-
247-43200-55	LAND FITNESS CLASSES	4,271	7,668	4,000	5,000	8,400	9,100	9,700	10,300	10,900	11,600
247-43300-55	WATER CLASSES	2,376	1,175	2,500	3,000	1,400	1,500	1,600	1,700	1,800	1,900
247-43350-55	MERMAID CLASSES	-	-	-	-	-	-	-	-	-	-
Total:		10,443	24,560	24,500	29,000	27,600	29,900	31,800	33,700	35,700	37,900
AQUATIC CTR-RENTALS											
247-44000-55	MEETING ROOM RENTALS	1,507	1,991	6,500	7,000	3,900	4,400	4,700	5,000	5,300	5,600
247-44050-55	OFFICE SPACE RENTALS	3,000	-	-	-	-	-	-	-	-	-
247-44100-55	WHITEWATER SCHOOL DIST RENTAL	-	1,075	1,200	1,200	3,900	4,400	4,700	5,000	5,300	5,600
247-44105-55	J HAWKS RENTALS	1,030	583	1,000	1,000	2,100	2,400	2,500	2,700	2,900	3,100
247-44200-55	BIRTHDAY PARTIES	111	142	19,000	20,000	3,100	3,500	3,700	3,900	4,100	4,300
Total:		5,648	3,792	27,700	29,200	13,000	14,700	15,600	16,600	17,600	18,600
AQUATIC CTR-OTHER INCOME											
247-45000-55	LIFE GUARD REIMB WHS	-	-	-	-	-	-	-	-	-	-
247-45050-55	DONATIONS	200	-	5,000	6,400	-	-	-	-	-	-
247-45100-55	GIFT CERTIFICATES	-	-	-	-	-	-	-	-	-	-
247-45400-55	CONCESSIONS STAND	10,669	20,771	54,000	25,000	20,100	21,700	23,000	24,400	25,900	27,500
247-45500-55	PRO-SHOP INCOME	277	469	4,000	4,500	600	600	600	600	600	600
247-45505-55	MISC INCOME-ONE TIME REV	-	2,500	-	-	-	-	-	-	-	-
247-45600-55	GIFT CARDS/CERTIFICATES	607	724	1,500	2,000	800	900	1,000	1,100	1,200	1,300
247-45700-55	STATE SALES TAX	-	-	-	-	-	-	-	-	-	-
Total:		11,753	24,465	64,500	37,900	21,500	23,200	24,600	26,100	27,700	29,400
AQUATIC CTR-OTHER FIN SOURCES											
247-49275-55	TRANSFER IN	-	-	-	-	-	-	-	-	-	-
247-49280-55	WUSD CONTRIBUTION	90,500	115,500	115,500	115,500	219,000	225,600	232,400	239,400	246,600	254,000
247-49290-55	GENERAL FUND TRANSFER	103,000	128,000	128,000	(23,759)	219,000	225,600	232,400	239,400	246,600	254,000
Total:		193,500	243,500	243,500	91,741	438,000	451,200	464,800	478,800	493,200	508,000
Total Operating Revenue:		404,141	589,360	678,521	539,841	853,703	901,400	942,500	985,600	1,027,400	1,071,300
Facility Generated Revenue		210,641	345,860	435,021	448,100	415,700	450,200	477,700	506,800	534,200	563,300

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
EXPENSES											
	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
WAC- MANAGEMENT											
247-55100-111	SALARIES/PERMANENT	68,535	85,028	86,008	96,970	98,936	101,904	104,961	108,110	111,353	114,694
247-55100-112	WAGES/OVERTIME	-	-	-	-	-	-	-	-	-	-
247-55100-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-	-	-
247-55100-150	MEDICARE TAX/CITY SHARE	1,040	1,258	1,352	1,476	1,504	1,549	1,596	1,644	1,693	1,744
247-55100-151	SOCIAL SECURITY/CITY SHARE	4,446	5,381	5,779	6,310	6,432	6,625	6,823	7,028	7,239	7,456
247-55100-152	RETIREMENT	4,436	5,381	5,591	6,594	6,728	6,929	7,137	7,351	7,572	7,799
247-55100-153	HEALTH INSURANCE	4,851	12,313	7,200	11,933	11,933	12,291	12,660	13,040	13,431	13,834
247-55100-154	HSA-HRA CONTRIBUTIONS	-	-	-	1,250	1,250	1,250	1,250	1,251	1,252	1,253
247-55100-155	WORKERS COMPENSATION	552	1,054	2,667	3,007	2,117	2,181	2,246	2,313	2,383	2,454
247-55100-156	LIFE INSURANCE	-	5	-	-	-	-	-	-	-	-
247-55100-158	UNEMPLOYMENT COMPENSATION	316	-	-	-	-	-	-	-	-	-
247-55100-211	PROFESSIONAL DEVELOPMENT	2,023	1,162	-	-	484	498	513	528	544	561
	Total:	86,199	111,583	108,596	127,539	129,383	133,227	137,186	141,266	145,467	149,794
WAC-FRONT DESK											
247-55150-112	WAGES/OVERTIME	-	-	-	-	-	-	-	-	-	-
247-55150-113	WAGES/TEMPORARY	64,883	84,507	58,356	61,952	68,712	70,773	72,897	75,083	77,336	79,656
247-55150-150	MEDICARE TAX/CITY SHARE	929	1,207	846	898	996	1,026	1,057	1,089	1,121	1,155
247-55150-151	SOCIAL SECURITY/CITY SHARE	3,973	5,161	3,618	3,841	4,260	4,388	4,520	4,655	4,795	4,939
247-55150-155	WORKERS COMPENSATION	2,448	2,384	1,810	1,921	1,470	1,514	1,560	1,607	1,655	1,704
247-55150-158	UNEMPLOYMENT COMPENSATION	1,101	-	-	-	-	-	-	-	-	-
	Total:	73,334	93,258	64,630	68,612	75,439	77,702	80,033	82,434	84,907	87,454
WAC-FITNESS											
247-55200-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-	-	-
247-55200-114	WAGES/PART-TIME/PERMANENT	32,460	41,898	43,988	25,700	70,205	72,311	74,480	76,714	79,016	81,386
247-55200-150	MEDICARE TAX/CITY SHARE	462	603	638	373	1,018	1,049	1,080	1,112	1,146	1,180
247-55200-151	SOCIAL SECURITY/CITY SHARE	1,975	2,579	2,727	1,593	4,353	4,483	4,618	4,756	4,899	5,046
247-55200-152	RETIREMENT	-	87	-	-	-	-	-	-	-	-
247-55200-155	WORKERS COMPENSATION	1,032	1,299	1,364	797	1,502	1,547	1,594	1,642	1,691	1,741
247-55200-158	UNEMPLOYMENT COMPENSATION	-	-	-	-	-	-	-	-	-	-
	Total:	35,928	46,466	48,717	28,463	77,077	79,390	81,771	84,225	86,751	89,354
WAC-AQUATIC											
247-55300-112	WAGES/OVERTIME	-	139	-	-	-	-	-	-	-	-
247-55300-113	WAGES/TEMPORARY	-	-	-	-	-	-	-	-	-	-
247-55300-114	WAGES/PART-TIME/PERMANENT	102,510	103,926	170,202	181,396	245,715	253,086	260,679	268,499	276,554	284,851
247-55300-150	MEDICARE TAX/CITY SHARE	1,490	1,489	2,468	2,630	3,563	3,670	3,780	3,893	4,010	4,130
247-55300-151	SOCIAL SECURITY/CITY SHARE	6,369	6,367	10,553	11,247	15,234	15,691	16,162	16,647	17,146	17,661
247-55300-152	RETIREMENT	-	1,020	-	-	-	-	-	-	-	-
247-55300-153	HEALTH INSURANCE	-	-	-	-	-	-	-	-	-	-
247-55300-155	WORKERS COMPENSATION	3,979	3,183	5,278	5,625	5,258	5,415	5,578	5,745	5,918	6,095
247-55300-158	UNEMPLOYMENT COMPENSATION	107	-	-	-	-	-	-	-	-	-
	Total:	114,456	116,124	188,500	200,897	269,770	277,863	286,199	294,785	303,628	312,737
WAC-MAINTENANCE											
247-55400-111	SALARIES/PERMANENT	3,381	12,608	-	-	4,500	4,635	4,774	4,917	5,065	5,217
247-55400-113	WAGES/TEMPORARY	-	75	-	-	-	-	-	-	-	-
247-55400-114	WAGES/PART-TIME/PERMANENT	-	-	-	-	-	-	-	-	-	-
247-55400-150	MEDICARE TAX/CITY SHARE	45	182	-	-	65	67	69	71	73	75
247-55400-151	SOCIAL SECURITY/CITY SHARE	192	780	-	-	277	285	294	302	311	321
247-55400-152	RETIREMENT	209	817	-	-	290	299	308	317	326	336
247-55400-153	HEALTH INSURANCE	-	497	-	-	176	181	187	193	198	204
247-55400-155	WORKERS COMPENSATION	37	392	-	-	139	143	148	152	157	161
247-55400-156	LIFE INSURANCE	0	4	-	-	1	1	1	2	2	2
247-55400-250	CONTRACTED SERVICES	-	-	-	-	-	-	-	-	-	-
	Total:	3,865	15,354	-	-	5,448	5,611	5,780	5,953	6,132	6,316
WAC-ADMIN EXPENSES											
247-55500-220	INSURANCE	-	-	-	-	-	-	-	-	-	-
247-55500-224	SOFTWARE/HARDWARE MAINTENANCE	1,355	4,483	4,719	8,445	4,331	4,461	4,594	4,732	4,874	5,020
247-55500-225	TELECOM/INTERNET/COMMUNICATION	4,087	4,563	4,668	4,766	4,516	4,651	4,791	4,935	5,083	5,235
247-55500-246	CLEANING & SUPPLIES	26	8,170	2,000	5,500	9,247	9,525	9,810	10,105	10,408	10,720
247-55500-310	FITNESS & OPERATING SUPPLIES	3,843	1,616	2,200	2,000	2,878	2,965	3,054	3,145	3,240	3,337
247-55500-312	SUPPLIES-CHECKS	-	-	-	-	-	-	-	-	-	-
247-55500-320	CHAMBER DUES & EXPENSES	-	274	-	275	-	-	-	-	-	-
247-55500-650	CREDIT CARD PROCESSING FEES	44	57	150	152	78	80	83	85	88	90
247-55500-652	BANK CHARGES	7	10	-	10	5	5	5	6	6	6
247-55500-654	PERMITS & FEES	1,005	1,005	2,500	1,050	1,035	1,066	1,098	1,131	1,165	1,200
247-55500-656	MEMBER KEY TAGS	885	1,386	1,000	1,100	1,428	1,471	1,515	1,560	1,607	1,655
247-55500-658	FAMILY PARTNERSHIP PAYOUTS	-	-	-	-	-	-	-	-	-	-
	Total:	11,251	21,563	17,238	23,298	23,518	24,224	24,950	25,699	26,470	27,264

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
WAC-POOL EXPENSES											
247-55600-310	OFFICE & OPERATING SUPPLIES	109	1,410	-	250	3,171	3,267	3,365	3,466	3,569	3,677
247-55600-342	WSI CLASS EXPENSE	-	634	-	100	653	673	693	714	735	757
247-55600-344	LIFEGUARD CLASS EXPENSE	1,663	1,695	1,000	1,500	1,954	2,013	2,073	2,135	2,199	2,265
247-55600-346	GENERAL POOL MAINTENANCE	12,963	12,001	16,000	14,000	12,000	12,360	12,731	13,113	13,506	13,912
247-55600-348	POOL EQUIPMENT	8,676	4,167	5,000	5,050	5,302	5,461	5,625	5,793	5,967	6,146
247-55600-350	POOL CHEMICALS	18,840	18,000	18,000	18,180	18,540	19,096	19,669	20,259	20,867	21,493
Total:		42,250	37,907	40,000	39,080	41,620	42,869	44,155	45,480	46,844	48,249
WAC-UTILITIES/HVAC											
247-55700-221	WATER/SEWER UTILITIES	22,613	27,529	28,000	28,280	26,235	27,022	27,833	28,668	29,528	30,413
247-55700-222	ELECTRIC UTILITIES	74,473	82,711	80,000	80,800	79,595	81,983	84,443	86,976	89,585	92,273
247-55700-223	NATURAL GAS	68,776	74,817	55,000	60,000	62,965	64,854	66,799	68,803	70,867	72,993
247-55700-244	HVAC SUPPLIES	7,790	9,068	3,500	3,535	8,995	9,265	9,543	9,829	10,124	10,427
247-55700-355	REPAIR/MAINT SUPPLIES	2,400	7,489	2,500	2,525	9,864	10,160	10,465	10,779	11,102	11,435
Total:		176,052	201,614	169,000	175,140	187,654	193,283	199,082	205,054	211,206	217,542
WAC-OTHER EXPENSES											
247-55800-310	OFFICE & OPERATING SUPPLIES	17,483	19,601	10,000	10,100	20,846	21,472	22,116	22,779	23,463	24,167
247-55800-324	MARKETING	5,463	5,144	8,000	8,080	8,000	8,240	8,487	8,742	9,004	9,274
247-55800-341	JANITORIAL/CLEANING SUPPLIES	535	1,055	500	505	1,087	1,119	1,153	1,187	1,223	1,260
247-55800-342	CONCESSION SUPPLIES	6,203	12,166	40,000	15,000	11,754	12,106	12,470	12,844	13,229	13,626
247-55800-344	LAND FITNESS SPECIAL EVENTS	-	194	-	-	200	206	212	219	225	232
247-55800-346	PRO-SHOP INVENTORY	456	654	2,000	750	674	694	715	737	759	781
247-55800-600	SALES TAX EXPENSE	-	-	-	-	-	-	-	-	-	-
247-55800-913	GENERAL FUND TRANSFER	-	-	-	-	-	-	-	-	-	-
Total:		30,140	38,815	60,500	34,435	42,561	43,838	45,153	46,507	47,903	49,340
Total Operating Expenses:		573,474	682,684	697,181	697,464	852,470	878,007	904,309	931,402	959,308	988,050

Total Operating Revenue:	404,141	589,360	678,521	539,841	853,703	901,400	942,500	985,600	1,027,400	1,071,300
Total Operating Expenses:	573,474	682,684	697,181	697,464	852,470	878,007	904,309	931,402	959,308	988,050
Total Operating Net:	(169,333)	(93,324)	(18,660)	(157,622)	1,233	23,394	38,191	54,198	68,093	83,250

CAPITAL REVENUES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
247-49285-55	WUSD CAPITAL IMPROVE CONT	50,000	50,000	50,000	50,000	70,000	72,100	74,263	76,491	78,786	81,149
247-49295-55	GENERAL FUND CAP IMPROVE CONT	50,000	50,000	50,000	50,000	70,000	72,100	74,263	76,491	78,786	81,149
Total Capital Revenue:		100,000	100,000	100,000	100,000	140,000	144,200	148,526	152,982	157,571	162,298

CAPITAL EXPENSES

	DESCRIPTION	2021 ACTUAL	2022 ACTUAL	2022 BUDGET	2023 Revised Budget	2024 Budget	2025 Budget	2026 Budget	2027 Budget	2028 Budget	2029 Budget
247-55800-810	CAPITAL EQUIPMENT	9,990	18,275	-	-	-	-	-	-	-	-
247-55800-820	CAPITAL IMPROVEMENTS	-	-	25,000	-	-	-	-	-	-	-
Total Capital Expenses:		9,990	18,275	25,000	-	-	-	-	-	-	-

Total Capital Revenue:	100,000	100,000	100,000	100,000	140,000	144,200	148,526	152,982	157,571	162,298
Total Capital Expenses:	9,990	18,275	25,000	-						
Total Capital Net:	90,010	81,725	75,000	100,000	140,000	284,200	432,726	585,708	743,279	905,577

247-49300-55	FUND BALANCE APPLIED	-	-	-	-	-	-	-	-	-	-
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	Total Contributions	2024	2025	2026	2027	2028	2029
City Operational Contribution: (less projected net income)	1,417,000	219,000	225,600	232,400	239,400	246,600	254,000
City Capital Contribution:	452,789	70,000	72,100	74,263	76,491	78,786	81,149
Total City Contribution:	1,869,789	289,000	297,700	306,663	315,891	325,386	335,149
WUSD Operational Contribution: (less projected net income)	1,417,000	219,000	225,600	232,400	239,400	246,600	254,000
WUSD Capital Contribution:	452,789	70,000	72,100	74,263	76,491	78,786	81,149
Total WUSD Contribution:	1,869,789	289,000	297,700	306,663	315,891	325,386	335,149

The Ask

The WAFC works with the Friends of the Aquatic & Fitness Center to raise funding for specific capital projects such as the funding of new water play features, a digital sign, and other amenities for members ([learn more about the friends](#)). Individuals, businesses, and organizations are welcome to become a Friend or make a donation. In addition, the WAFC will continue to search & expand sponsorships. Sponsorship opportunities include lane sponsorship, event sponsorship, and equipment sponsors ([learn more about sponsorships](#)).

Appendix

Business Model Canvas

View: <https://next.canvanizer.com/canvas/r0yUrekY4VXpq>

WAFC Historical Financials

<https://docs.google.com/spreadsheets/d/1AYcpnYb53affIMnJjZon4Ds5GOQ7IR39/edit?usp=sharing&oid=114636664578951977381&rtpof=true&sd=true>

WAFC Proposed Split Contribution 4-Year Plan

<https://docs.google.com/spreadsheets/d/1AYcpnYb53affIMnJjZon4Ds5GOQ7IR39/edit?usp=sharing&oid=114636664578951977381&rtpof=true&sd=true>

Whitewater Aquatic



and Fitness Center

Marketing Plan

LAST UPDATE: AUGUST 8, 2023

Objectives

Marketing efforts will focus on the following six objectives:

1) Increase Brand Awareness

Raise awareness of the Whitewater Aquatic & Fitness Center and its amenities.

2) Build Following & Generate Interest

Build a following and engagement online and generate interest in the facility through both traditional and digital marketing channels.

3) Generate Leads

Capture membership inquiries via the website and/or Rec Desk software.

4) Increase Membership & Revenue

Increase membership by 5% in 2024, 5% for 2025, & 3% in 2026.

Increase program registration by 5% in 2024 and 5% in 2025.

Increase day pass rate by 10% in 2024 and 5% in 2025.

Increase rentals by 15% in 2024, 10% in 2025, and 3% in 2026.

Increase membership fees by 3% per year.

Increase concession and pro shop sales by 10% in 2024 and 2025.

Increase sponsorships by 60% for 2024.

5) Increase Member Involvement

Increase registrations for programs (i.e., CPR, Lifeguard, etc.) and/or classes (i.e., Cycling, Yoga, etc.)

6) Build Loyalty

Encourage positive word of mouth, bringing a guest, and/or membership upgrades (i.e., from fitness only to aquatic/fitness membership).

8) Recruit more applicants and employees.

Hire 10 more lifeguards through friends' group. Retain current staff. Work with the WUSD and UWW to recruit more applicants and staff.

Target Audience

Marketing efforts will target the following target audiences:

Audience	Families	Individuals
Demographics	<ul style="list-style-type: none"> Household with kids 	<ul style="list-style-type: none"> 18-64 years year old
Behaviors	<ul style="list-style-type: none"> Fitness, Aquatic, or Combo Tire out the kids 	<ul style="list-style-type: none"> Working out in fitness center Workout routines
Goals/Needs	<ul style="list-style-type: none"> Divide & conquer Kids entertainment Credible lessons/training 	<ul style="list-style-type: none"> Staying fit Health & wellness Keeping or building strength
Motivations	<ul style="list-style-type: none"> Pool & open swim Swim lessons Concessions 	<ul style="list-style-type: none"> Amenity variety Recreational fitness Quieter environment
Frustrations	<ul style="list-style-type: none"> Absence of zero-depth 	<ul style="list-style-type: none"> Limited hours Limited equipment or access
Key Strategies	<ul style="list-style-type: none"> J- Hawks Social media Posting events Hosting swim meets 	<ul style="list-style-type: none"> Corporate partnerships Social media Advertising

Audience	High School Students	Seniors
Demographics	<ul style="list-style-type: none"> Ages 14-18 years old 	<ul style="list-style-type: none"> 65 years/old+
Behaviors	<ul style="list-style-type: none"> Stop in for concessions Working out in fitness center Staying fit Socializing 	<ul style="list-style-type: none"> Leisure pool & hot tub Classes (yoga, senior, & water)
Goals/Needs	<ul style="list-style-type: none"> Cardio Work out between seasons 	<ul style="list-style-type: none"> Recovery Movement Socialization
Motivations	<ul style="list-style-type: none"> Greater variety than just free weights Energy drinks & concessions Being social with friends 	<ul style="list-style-type: none"> Recovery Movement Structure programming
Frustrations	<ul style="list-style-type: none"> HS only has free wights 	<ul style="list-style-type: none"> Unsure, don't want to get hurt Lack of cleanliness Cold pools Limited accessibility
Key Strategies	<ul style="list-style-type: none"> Proximity to high school High school coach referrals 	<ul style="list-style-type: none"> Seniors in the Park Insurance program referral

Target Audience

Marketing efforts will target the following target audiences:

Audience	Faculty & Staff	Commuters
Demographics	<ul style="list-style-type: none"> • 30 years old+ female/male • Bachelors degree+ 	<ul style="list-style-type: none"> • 18-64 years old • Live out of town
Behaviors	<ul style="list-style-type: none"> • Lap swimming • Yoga & fitness classes 	<ul style="list-style-type: none"> • Fitness center • Lap or leisure swimming
Goals/Needs	<ul style="list-style-type: none"> • Life fitness & keep moving • Health & wellness 	<ul style="list-style-type: none"> • Health & wellness • Employer encouraged
Motivations	<ul style="list-style-type: none"> • Approachable staff • Off campus (fewer students) • Recreational fitness • Quieter environment 	<ul style="list-style-type: none"> • Employer insurance discounts • Recreational fitness
Frustrations	<ul style="list-style-type: none"> • Work-life imbalance (i.e. separate fitness from campus) • Lap capacity 	<ul style="list-style-type: none"> • Limited time • Needs to be on the way home
Key Strategies	<ul style="list-style-type: none"> • Whitewater Unified Teacher Discount Program • City Employee Discounts 	<ul style="list-style-type: none"> • Corporate partnerships

Competitive Analysis

Key Membership Factors

In addition to the individual's social influences and motivation for joining the gym, the following key membership factors often influence one's decision making:

	WAFC Offering	Competition
Amenities	Pool Fitness	Gymnasium Racquet ball courts Indoor tracks
Insurance Programs	Renew Active (United Healthcare) Silver Fit (Insurance groups)	Silver Sneakers (Medicare??)
Proximity	<u>Research</u> shows most people drive 6 miles for specialized gyms	
Hours	Various by Day	24/7 Access
Membership Type & Cost	Guest, Daily, Monthly, & Annual (no joining/initiation fee)	Guest, Daily, Monthly, & Annual
Equipment	Cardio Free weights Strength training	Cardio Free weights Strength training
Availability	Spacious, not too crowded	Can be crowded
Personal Training	Available	Varies
Supplemental Classes	Physical therapist	Tanning & massage
	Barre, Bootcamp, Cycling, EMOM, Pilates, Strong, Tabata, Yoga, & Zumba	Depends on facility
Programs	CPR, First Aid, etc.	Depends on facility
Environment	Off-campus near high-school	

These key membership factors give rise to key selling points and amenities to highlight on your website and other promotional channels. Specifically,

- Showcase images and descriptions of offering.
- Highlight insurance programs and other key partnerships (i.e., discounts for City employees and Whitewater Unified School District employees).
- Clearly describe your location to make it easy for prospects to find.
- Highlight guest and daily memberships to encourage new members to try out a class and/program, the fitness center, and/or aquatic center
- Emphasize no initiation fee and no contracts – that is definitely a differentiator.
- Highlight the extras and unique offerings like a physical therapist on site.
- Create a flyer and website page that makes it easy to view class offerings
- Community pride and support

Positioning Strategy

Local Comparison

	Whitewater Aquatic	Warhawk Fitness	Anytime Fitness
Price Comparison	\$35/month Adult	\$165/sem. (\$41.25/mo.)	\$36.99/month
Fitness & Cardio	X	X	X
Personal Training	X	X	X
Open Swim	X	X	
Swim Lessons	X		
Flexible Membership	X	X	X
Guest Passes	X	X	X
Senior Discounts	X	X	
Hours	Varies by Day	Variable by Day/ Events	24/7
Environment	Off-campus	On-campus	Off-campus
Parking	Accessible	???	Accessible

How can you differentiate yourself from the local competition?

- Flexible memberships
 - No contracts
 - Aquatic, fitness, vs. combo for student, household, and/or seniors.
 - Simplify with a pricing matrix table vs. wordy descriptions.
 - Discounts for city and Whitewater Unified employees
- Make it easy to try it out:
 - Classes/programs are available to non-members with a daily passes
 - Guest passes and daily passes available
- Unique offerings
 - Swim lessons
 - On-site physical therapist
 - Classes including Barre, Pilates, Tabata, and Zumba
- Make it easy to learn about the senior discounts offered.
- Highlight what makes your environment special:
 - Recreational fitness with approachable staff
 - More laid back, quiet, less competitive environment

Positioning Strategy

Mission

The Whitewater Aquatic and Fitness Center is dedicated to providing our members with a clean, safe, inclusive, and accessible recreational fitness and aquatic center.

Values

- **Wellness** – Promote healthy living, fitness, and wellness through amenities, coaching, training, classes, programs, & services.
- **Accommodating** – Providing personalized services and quality amenities in a clean, accessible, and inclusive environment.
- **Fun** – Provide a welcoming space for recreational fitness that appeals to young adults, couples, families, and seniors.
- **Community** – Provide a welcoming, accommodating, inclusive environment to all.

Tagline

- Guiding You Along Your Fitness Journey

Supporting Messages

- Hidden gem of the community
- Enabling Wellness in Whitewater

Why Members Join

- Affordable price
- Variety of amenities & indoor pool with zero-depth access
- Recreational fitness
- Personable, approachable staff
- Guidance, support, training, & coaching
- Member-focused (i.e., staff meetings & follow-up on member feedback)
- Cleanliness
- Inviting, accommodating, warm environment
- Convenient parking
- Community pride

What benefits does the competition claim vs. what is unique to WAFC?

<i>Classic Benefits</i>	<i>Unique Features</i>
<ul style="list-style-type: none"> • Affordable membership options • Personable, approachable staff • Guidance for personal success • Partner & insurance discounts • Family-oriented • Group classes & personal training • All access to variety of amenities • Convenient & close parking • Cleanliness 	<ul style="list-style-type: none"> • Indoor pool with zero-depth access • Indoor pool with slide & lazy river • Lap Lane Reservations • Swim Lessons & Water Movement Classes • Proximity to high school • Newer, well-maintained equipment

Positioning Strategy

Unique Selling Proposition

With a member-focused approach, the Whitewater Aquatic and Fitness Center provides a clean, safe, welcoming, and accommodating recreational aquatic and fitness center to enable healthy living and wellness for residents of Whitewater and beyond.

Brand Positioning Statement

For individuals, families, students, seniors, and commuters in Whitewater and beyond, the Whitewater Aquatic and Fitness Center provides an affordable, convenient recreational fitness environment with a variety of amenities including a fitness center, aquatic center, personal training services, group classes, locker rooms, and concessions. With a member-focused hands-on-approach, the approachable staff are here to guide and enable you on your wellness journey.

SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none"> • Variety of amenities • Various affordable membership options • Approachable, welcoming staff • Convenience • City & school supported • Concessions • Insurance programs • On-site physical therapist & personal trainers • Patio • Newer, well-maintained equipment • Swim Lessons & Water Movement Classes • Indoor pool with zero-depth access • Plenty of close & convenient parking • Cleanliness • Friends of Whitewater Aquatic Center where 1/2 the membership fee is paid for low-income families • Community involvement & giveback • Offering 24/7 access 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Hours and availability • No gym, courts, or indoor track • Lack of outdoor amenities • No massage and/or tanning • Location & findability • Dated offerings of classes. • Limited scale and size • No childcare • Limited resources
<p>Opportunities</p> <ul style="list-style-type: none"> • Virtual and/or recorded classes • Well-rounded wellness experience • Specialized, unique classes • Nutrition (smoothies coming soon) • Birthday parties & group reservations • Daily and guest passes • Patio • High School Swim Meets 	<p>Threats</p> <ul style="list-style-type: none"> • COVID-19 • External regulations • Rural location in a small town • At-home fitness • Nearby outdoor and indoor pools

Content Strategy

Content Sources

Always remember, "Great content needs to be all of the following: credible, shareable, useful or fun, interesting, relevant, different, and on brand" (Simon Kingsnorth, 2016).

<p>Content that you can share today:</p> <ul style="list-style-type: none">• Facility photos• Class & Open Swim Schedules• Special Trainings• Recipes• Motivational & Inspirational• Humor/Memes• Training intros• Articles, how-to's, tips, etc.• Member recognition & success stories• Authentic in-action member photos• Facebook live in-action videos• What we offer/Member benefits• Promotional partnerships• Daily themed hashtag content• Staff appreciation	<p>Content that you can start building:</p> <ul style="list-style-type: none">• Challenges• Member recognition & success stories• Authentic in-action member photos• Facebook live in-action videos• Facebook live tips• What we offer/Member benefits• Promotional partnerships• Community involvement• Daily themed hashtag content• Staff appreciation• Recorded workouts
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Content Suggestions

- **FAQs:** Answer your customers questions truthfully and accurately.
 - Create an FAQ page for commonly asked questions.
 - Clearly, transparently display membership pricing/packages on website.
 - Outline # reasons to join.
- **Custom Journey:** What customers need to know before purchasing.
 - Showcase amenities on website and on a flyer.
 - Create a flyer that outlines classes and timing ([link to example](#))
 - Create an about the staff, trainer, and/or physical therapist page.
 - Create a virtual tour video and/or gallery.
- **Research:** Look at the competition & note applicable topics
 - Showcase members in action via Facebook Live videos and/or photos.
 - Share member success stories & testimonials ([see examples](#))
- **Keyword:** Identify long-tailed keywords to optimize content for
 - Benefit of Swimming & How We Can Help
 - Workouts, how-to, getting started, nutrition, etc. ([see examples](#))
 - Ask a Coach, Trainer, etc. ([see examples](#))

Promotion Strategy

Competitive Analysis

	Facebook	Instagram	LinkedIn	Pinterest	Twitter	YouTube	Email
Whitewater Aquatic & Fitness Center	X						X
Warhawk Fitness & Aquatics	X						
Anytime Fitness – Whitewater	X	X					
Geneva Lakes Family YMCA	X		X	X		X	X
Mukwonago YMCA	X	X	X		X	X	
YMCA Northern Rock County	X						
Fort Atkinson Family Aquatic Center	X						
Four Lakes Athletic Club	X						
Jefferson Family Aquatic Center							
Blackhawk Fitness Club	X						
Janesville Athletic Club	X	X				X	
Anytime Fitness – Wales	X	X					
Anytime Fitness – Jefferson	X						
Anytime Fitness – Mukwonago	X						
Anytime Fitness – Delavan	X	X					
Planet Fitness	X						
Sara's Health & Fitness	X	X		X		X	
Snap Fitness – Elkhorn	X	X					
Snap Fitness – East Troy	X						
	18/19	7/19	2/19	2/19	1/19	4/19	2/19

What are the key takeaways for promotional channels?

- Definitely continue Facebook.
- Instagram is great for B2C but it requires great photographs and videos.
- YouTube could be leverage for videos.
- Email marketing for scheduling/classes.

Promotion Strategy

Customer Journey

Outline how you will target prospects and/or customers every step of the journey:

- Awareness: A consumer becomes aware of your brand
- Interest: A consumer thinks you can solve their problem & wants to learn more
- Consideration: The consumer is evaluating alternative solutions to their problem
- Purchase: The consumer takes action.
- Loyalty: The consumer provides referral and/or repeat business

Stage	How to Target
Awareness	<ul style="list-style-type: none"> • SEO • Referral & city/school partnership • Social media • Press releases • Direct mail – Holiday card with free guest pass • Health fairs – As applicable • Job fairs – High school or college for lifeguards & front desk • Referral program – Refer a friend & guest past each month • City Guide • University Community Showcase • Partnerships – WUSD, City, and maybe University • Summer Big Rig Event – People who attended got day passes • Parks & Recreation cross promotion • On-campus flyer promotion for lifeguards
Interest	<ul style="list-style-type: none"> • Website • Social media • Member testimonials and/or success stories • City Guide • Galleries, video tours, & images
Consideration	<ul style="list-style-type: none"> • Pricing matrix • Testimonials & reviews • Brochures & flyers • Member introduction phone calls and/or appointments • Daily pass for classes and/or center access
Purchase	<ul style="list-style-type: none"> • In-person membership sign-up meeting
Loyalty	<ul style="list-style-type: none"> • Member-focused guidance and customer service • Training & coaching • Referral program • Newsletter • Social Media

Promotion Strategy

Owned Promotional Channels & Content Distribution

The following table lists “owned” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. The Campaign Schedule should be used to guide seasonal content & promotions.

Channel	Frequency	Content
Website	As needed	<ul style="list-style-type: none"> • Add copy & content to pages. • Update announcements
RecDesk	Weekly/monthly	<ul style="list-style-type: none"> • Update swim/class schedule • Update calendar of events
Facebook & Instagram	3-5 posts/week	Follow content calendar: <ul style="list-style-type: none"> • 1 Monthly Fitness Schedule • Monday Fitness Class Schedules • Thursday Open Class Schedule • Friday Feature of Amenities & Classes • Wednesday Promotions & DYK • 1st Tuesday Testimonials • 2nd Tuesday Staff Highlight • 3rd Tuesday Member Success • Integration of campaign schedule • Post job openings as applicable
Email	Monthly	<ul style="list-style-type: none"> • Classes, open swim, & hours
GoogleMyBusiness	Monthly	<ul style="list-style-type: none"> • Monthly fitness schedule • Upcoming events & programs
Direct Mail	Semi-annual	<ul style="list-style-type: none"> • Mail a postcard to local residents offering a free daily pass to check out the center • December win-back postcards

Partner Promotional Channels & Content Distribution

The following table lists “partner” promotional channels, details the frequency of updates and specifies which type of content is appropriate for that channel. For cross-promotion, it is best to share the partners original content than repost as your own.

Channel	Frequency	Content
Facebook	As-needed	<ul style="list-style-type: none"> • Share content from the original source and mention the source in the share (i.e., City of Whitewater, Seniors in the Park, etc.)
Banner	As-needed	<ul style="list-style-type: none"> • Share newsletters
Park & Rec Newsletter	Monthly	<ul style="list-style-type: none"> • Calendar of events & swim lessons • Highlight amenities and offerings • Have a presence at P&R events

Campaign Schedule

Month	Type	Topic	Action Plan
Annual	Referral Program	Refer a friend for annual membership & get one day free	Credit account
Annual	Referral Program	Annual renew & get three free guest passes	Provide day passes
January	Program	Mid-January-Mid February Swim Lessons	Newsletter Highlight & 2 social posts
January	Promotion	Bring a Friend with Free Day Pass	Newsletter Highlight & 2 social posts
February	Program	Mid-February-Mid March Swim Lessons	Newsletter Highlight & 2 social posts
February	Promotion	Bring a Friend with Free Day Pass	Newsletter Highlight & 2 social posts
March	Program	April-May Swim Lessons	Newsletter Highlight & 2 social posts
March	Event & Promotion	Egg Float Event & bring a food donation to get the day free	Newsletter Highlight & 2 social posts & events
April	Event & Promotion	Egg Float Event & bring a food donation to get the day free	Newsletter Highlight & 2 social posts & events
May	Promotion	Donate a life jacket get 4 day passes	Newsletter Highlight & 2 social posts & events
May	Promotion	National Firefighter Appreciation Day + Police	Give a free a 24/7 access pass for January
June	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
July	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
August	Program	September – October Swim Lessons	Newsletter Highlight & 2 social posts & events
August	Promotion	Buy 12 Months Get 1 Free Free month trial with card on file	Newsletter Highlight & 2 social posts & events
September	Program	October-November Swim Lessons	Newsletter Highlight 2 social posts
September	Promotion	Back to School WUSD Employees & Students with ID - Get the month free	Connect with School District to Share
October	Promotion	Free community black light class	Newsletter & 2 social posts
November	Event	Turkey Trot	Newsletter Highlight 2 social posts

November	Promotion	Thanksgiving Food Drive - bring a food donation to get the day free	Newsletter Highlight 2 social posts
November	Giveback	Giving Tree - Grab an ornament & bring a toy for United Way	Newsletter Highlight 2 social posts
December	Events	Holiday Party	Newsletter & 2 social posts
December	Promotion	Win-Back Direct Mail & Email	

Recruitment Strategy

Now Hiring: <https://www.whitewaterafc.com/jobs>

When a new job is posted,

1. Posted to <https://www.governmentjobs.com/careers/whitewaterwi>
2. WAFC posts new job postings to Facebook and Instagram.
3. WAFC also posts regularly about lifeguard training as applicable.
4. WAFC shares lifeguard training in newsletter & occasionally includes job postings.
5. WAFC advertises lifeguard openings as opportunities.
6. WAFC sends the staff flyers to post at University.
7. WAFC staff shares job postings in various student organizations and groups.
8. The City of Whitewater social media shares all new job postings and posts weekly roundups of all open jobs.
9. Posts WAFC jobs to school district website.
10. Coordinating with WUSD to structure a school year program where students can earn 1 credit for taking lifeguard training during the 9th hour.

The Operations Plan details more specifics on staffing incentive program as well programs and offerings.

Membership Recruitment & Retention

Membership Recruitment

Membership reports are included in all Park & Recreation board meetings.

On a quarterly basis, staff will meet to review the quarterly report, evaluate what is working vs. what is not working, and adjust accordingly. See report draft for May 2023.

New member checklist:

https://docs.google.com/forms/d/e/1FAIpQLSdfTSU-CGcH1RYYQ5n16lR4D7OvdTCX1ohIWvlzqKGrp5gl-Q/viewform?usp=sf_link

Membership Retention

Membership retention is vital to the health of our overall membership. Staff will use the following measures to focus on retaining members:

- Automated email to members prior to expiration.
- Follow up with a questionnaire to entice member to renew.

Exit survey:

https://docs.google.com/forms/d/e/1FAIpQLSe1MzUxutUjv0ck40UV8emQSuw9Tgr4XiyU8Ja2gTZFaeyqWA/viewform?usp=sf_link

Incentives/Deals/Promotions

Pleaser reference the campaign schedule to view facility promotions.

Social Media Strategy

Owned vs. Partner Content

Whether you post or share is a very important decision, as a rule of thumb post your owned content (i.e., images, videos, Canva templates, etc.) and share partner content (i.e., city news). Cross promotion helps both parties, but credit should be given to the original source by either mentioning the source via @ or sharing the post directly. Partner content should be shared sparingly to avoid diluting your own presence. Followers choose who they want to follow. If they want fitness and aquatic updates, they will follow the Whitewater Aquatic and Fitness page. If they want city news and updates, they will follow the City Page. By including the @ mention link, you are giving them a direct path to follow whichever pages they prefer.

Quality Check Before Posting

Before posting to the blog or social media, ask yourself:

- Is this on-brand?
- Is this shareable, useful, fun, or interesting to my audience?
- Is this relevant to my audience?
- Does this post support my credibility?
- Does the post include all the elements of a "good post"?

Elements of a Good Social Post

- Attention Getter
- Clear, concise, & compelling writing
- Visual (i.e., image or video)
- Call-to-action with a link or a button
- 1-2 Hashtags & Mentions or tags

Recommended Content

Priority Content	Filler Content
<ul style="list-style-type: none">• Facility photos• What we offer/Member benefits• Class & Open Swim Schedules• Special Trainings & Programs• Training intros	<ul style="list-style-type: none">• Recipes• Motivational & Inspirational• Humor/Memes• Challenges• Facebook live in action videos

<ul style="list-style-type: none"> • Staff appreciation • Member recognition/success stories • Authentic in-action member photos • Daily themed hashtag content • Upcoming events & job openings 	<ul style="list-style-type: none"> • Facebook live tips • Promotional partnerships • Community involvement • Recorded workouts • Articles, how-to's, tips, etc.
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Content Strategy

Content Suggestions

Use the content calendar to schedule posts as a baseline. Post updates and announcements as applicable.

As a rule of thumb:

- Mondays = This week's fitness schedule
- 1st Tuesday = Testimonial
- 2nd Tuesday = Staff Highlight
- 3rd Tuesday = Member Success
- 4th Tuesday = Next month's fitness class schedule
- Wednesday = Feature a did you know? (DYK), promotion, program, or event
- Thursday = This week's open swim schedule
- Friday = Feature an amenity and/or class

February Sample							March Sample						

**The did you know, promotions, programs, or events can be inspired by the campaign schedule on the following page. For example, if swim lessons start in January, post at the end of December and early January a graphic with the classes & start/end dates and make sure to include a link to sign up in the copy of the post. For any upcoming

program or event, schedule 2-3 posts in the weekly leading up to it. Use the did you know or promotions as filler in between***

Sample Weekly Routine



Hashtag Strategy

What is a Hashtag & How to Use?

A hashtag is a word or phrase preceded by a hash mark (#). A hashtag is used within a post to identify a keyword or topic of interest. Hashtags help facilitate searches on social media platforms and can be thought of as a "label" or "category." Hashtags help increase engagement, build your brand, and expand your reach.

<i>Facebook</i>	<i>Instagram</i>
1-2 hashtags	9-15 hashtags

Branded Hashtag

Branded hashtags are great but be specific on when to use them. Consider including #WAFC when posting owned content.

Industry Hashtags

A few industry specific hashtags to consider:

#fitness	#PersonalTrainingSpecial	#HealthyLiving	#openswim
#fitnessmotivation	#PersonalTraining	#WeightLossJourney	#swimmingpool
#fitnessjourney	#Pilates	#InvestInYourHealth	#swimlessons
#fitnessgoals	#Barre	#HealthyLifestyle	#watersafety
#recreation	#cycling	#BeFitAndHealthy	#aquafitness
#exercise	#EMOM	#Helathandwellness	#waterworkout
#workout	#Tabata	#Fitandstrong	#pooltime
#workouttups	#Yoga	#Wellbeing	#lapswimming
#Fymlife	#Zumba	#WhitewaterWellness	#lapswim
		#Wellness	#swim

Daily Hashtags

For content inspiration, here are a few daily hashtags for consideration:

- #MotivationMonday – Share something inspirational and/or motivational.
- #MaxOutMonday – Goal setting for personal trainers & fitness
- #TransformationalTuesday – Share a member success story or before/after.
- #TuesdayTip - Share helpful, educational content
- #TuesdayTraining - Introduce a trainer and/or share a success story
- #TestimonialTuesday – Share a member testimonial
- #WellnessWednesday – Provide tips for staying healthy
- #WorkoutWednesday – Share a workout or share a sneak peek of a class.
- #ThankfulThursday – Thank a customer or someone who helped your business
- #FridayFreebie – Promote sales, deals, etc.
- #FormFriday – Share the proper form for a workout via a photo/video.
- #FitnessFriday – Share a workout or upcoming class/program

Hashtag Strategy (Continued)

Hashtag Holidays

Hashtag holidays are a great way to mix things up and post themed content.

<i>Date/Month</i>	<i>Hashtag Holiday</i>	<i>Hashtag</i>
February	American Heart Month	#HeartMonth
April	Stress Awareness Month	#StressAwarenessMonth
April 16th	National Stress Awareness Day	#StressAwarenessDay
May	Water Safety	#WaterSafetyMonth
June 21	International Yoga Day	#InternationalYogaDay
August	National Wellness Month	#WellnessMonth
September 29	National Women's Health & Fitness Day	#FitnessDay
November 3	International Stress Awareness Day	#StressAwarenessDay

The above are just a sampling. For more inspiration,
<https://nationaldaycalendar.com/calendar-at-a-glance/>

Email Marketing

Historical Performance

	01-2023	03-2023	04-2023	05-2023
Sends	811	756	754	754
Open	47%	58%	60%	60%
Click	2%	3%	3%	4%
Bounces	15%	13%	13%	13%
Unsubscribes	1%	1%	0%	1%

	12-22	11-22	10-22	09-22	08-22	07-22	06-22	05-22
Sends	2,800	985	1,802	822	2,804	824	825	829
Open Rate	41%	47%	51%	52%	44%	48%	48%	56%
Click Rate	1%	1%	3%	3%	3%	3%	3%	2%

Outline

- Welcome & special announcements
- Lap pool schedule
- Leisure pool schedule
- Fitness class schedule
- Upcoming events & programs
- Exclusive offer

Implementation

Roles & Responsibilities

- Lorelei oversees all facility communication. Nicole takes the lead on social media.
- Lorelei sends newsletter, surveys, member emails, website updates & announcements. Specific efforts to share schedules & when groups are present.
- Eric, Lorelei, and Kristina coordinate strategy and reporting.

Code brown

1. Evaluate severity/placement – then shut down for 2 hours or 24 hours
2. Lorelei initiates signage around facility to let everyone present know and staff resolution plan
3. For 2 hour & 24 hour closure = Post on Facebook and Instagram – “For the safety of our patrons, the pool needs to be temporarily shut down due to bodily fluid contamination. The pool will be cleaned for health and sanitation reasons. We will reopen _____”
4. For a 24 hours closure, Lorelei will
 - a. Post an announcement on the website,
 - b. Send a special email notice to all members
 - c. Contact all staff, any instructors, and any program leads who classes/programs are impacted by the closure

Open Swim Hours

1. Post every Monday at 5am for the upcoming week.
2. Post announcement on website at 5am for the upcoming week.
3. Post physical signage around the facility.

Class Cancellation

1. Post an announcement on the website
2. Post on Facebook and Instagram

Approvals

- Lorelei and Eric

Tools

The contractor recommends using:

- Buffer and the Facebook Creator Studio to schedule social posts
- Canva to create social media images
- Google Alerts to monitor online mentions
- In-platform analytics for reporting.

Evaluation Framework

The WAFC will evaluate performance on a quarterly basis. The following table ties channels to specific objectives and creates key performance indicators (KPIs).

<i>Channel</i>	<i>Objective</i>	<i>Goal</i>	<i>Evaluation</i>
Website, Rec Desk, & SignUp Genius	↑ Brand Awareness	Increase traffic	# of visitors # number of new visitors
	↑ Engagement	Increase engagement	# of sessions, # pageviews # pages/session Avg. Session Duration
	↑ Leads	Increase leads	# form submissions
	↑ Membership & Revenue	Increase purchases	# new members # renewing members
	↑ Member Involvement	Increase registration	# class registrations # program registrations
	↑ Member Loyalty	Increase returning traffic	# sessions per user % of returning visitors
Facebook	↑ Brand Awareness	↑ Brand Awareness	Expand reach
	↑ Engagement	↑ Engagement	Increase likes & comments

	↑ Leads	Increase website traffic	# of clicks to website
	↑ Customer Loyalty	Build Loyalty	Increase shares
Google My Business	↑ Brand Awareness	↑ Brand Awareness	Expand reach
	↑ Engagement	↑ Engagement	Increase clicks to website
Email	↑ Engagement	Stay in touch	% open rate
	↑ Customer Loyalty	Increase click rate	% click rate
Employment Website	↑ Applicants	Increase # submissions	# number of applicants
	↑ Employees	Increase # of employees	# of employees hired # total employees



Office of the City Manager
312 W. Whitewater Street, P.O. Box 178
Whitewater, Wisconsin 53190

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

MEMORANDUM

To: Common Council of the City of Whitewater
From: Media Services Department
Date: Updated as of CoB August 9th, 2023
Re: Launch of Whitewater Community TV Spectrum 990

January 9th John Weidl (City of Whitewater) communicates with Howard Miller (Charter) reminding him of the company's obligations to the City of Whitewater. Email records indicate that there is internal communication at Charter of who to assign to the city. Duane Christmas (Charter) is assigned as Project Manager. He suggests a date of 1/17/23 for installment of new encoder previously purchased by the city but then needs to reschedule to 1/19/23. Kathy Boyd (City of Whitewater) reaches out to Zachary Popke (City of Whitewater) & Tim Neubeck (City of Whitewater) to ensure availability.

January 10th Tim Neubeck reaches out to DigiCorp for further assistance and the city is assigned Tim Turner (DigiCorp).

January 19th Charter is set to begin its 72-hour soak testing of the city's signal. Soak testing is to ensure that the city's signal is strong enough to reach Charter. Attempts to communicate with Charter regarding the results are met with silence.

February 8th Duane Christmas had been out with COVID-19 and reveals that Charter had not begun testing.

February 9th Charter confirms that they are receiving a signal from the city, but issues regarding framerate remain. This means that although audio is good to go for live broadcast, the video is not. This is not the soak testing but a confirmation of preparation for it.

February 16th After lengthy re-calibration and consultation with Zachary Popke and Tim Turner, Tim Neubeck orders the required equipment to properly convert the city's signal to Charter's specifications.

February 28th Tim Neubeck begins talking with DV Play and renews formal support service with them.

March 1st City has been waiting on contact from Duane after numerous attempts.

March 6th Zachary Popke (City of Whitewater), Tim Neubeck (City of Whitewater), Tim Turner (DigiCorp), and Duane Christmas (Charter) meet virtually to prepare for proper soak testing.

March 8th-March 14th The same group works to get signal into the proper frequency for broadcasting.

March 20th-22nd Work continues and a call is planned to discuss with the lead engineer from Charter.

April 5th Tim Neubeck and John Weidl have a meeting with Spectrum regarding communication, or rather, the lack thereof.

April 6th Tim Neubeck, Zachary Popke, Tim Turner, Duane Christmas, Ernest Green (Charter), and the lead engineer for the city's project at Charter meet virtually and solve the framerate issue. It was a combination

of hardware and software engineering on both the sides of Charter and the City of Whitewater that corrects the issue.

April 17th Duane Christmas confirms the process of being handed off to the next step in the process.

April 26th The city's signal is passed onto a new group of engineers for the summer and is slated to go live sometime in August according to Duane Christmas.

July 10th Duane Christmas informs Taylor Zeinert (City of Whitewater) that the signal is to go live at 8am August 1st.

August 1st Duane Christmas confirms that the city did not go live and reaches out to Charter's engineering team. He responds back to the city with a revised launch date of August 3rd.

August 3rd Duane Christmas confirms that the city's data is being transferred from the city to Charter but is not being broadcasted. The director of engineering at Charter appoints a worker and opens a ticket. The engineer reports back to Duane who informs the city that Charter can see the city's signal, but it's still unable to be aired. The issue why is not readily available. Duane Christmas' manager Andrew Furio (Charter) is included at this step.

August 4th Duane Christmas informs that the city has been passed onto another engineering team. It is revealed that the new encoder was not being utilized by Charter this whole time, meaning that the city's signal was sending to Charter but was entirely unable to be sent out to broadcast. A timeline of **August 6th** or **August 7th** is put forward.

August 7th Duane Christmas reaches out to assure re-airing later that night. Later that night (8pm central), he informs the city that engineering will deal with the issue **August 8th**.

August 9th 7:30am TV Station is live and begins airing programs.

August 9th The software used by the city to program the station is a Bulgarian suite called Digital Video Play (DV Play). Without being able to send a live signal, only so much was able to be achieved prior to the re-launch. As a result, programming is being constructed from scratch. Additionally, as a result of losing the city's back-up server (which is where the TV Station digital archive was hosted) back in late May/early June, the TV Station has limited access to its own library of digital productions. Until such time those items are restored by DigiCorp, Zachary Popke has begun the process of pulling videos from the city's Vimeo account for additional content. He has also reached out to DV Play support to solve the issue of the software's unstable scheduled programming. The city is waiting on the delivery of the NAS server as the current host for the TV Station's videos is an external harddrive which, while it is a good shortstop solution, is not as reliable as a fully fledged NAS server. Having this will ensure that programming is less likely to be interrupted.

We here at Whitewater Community TV appreciate the City's, the Council's, and, especially, the Public's patience and grace as we worked and continue to work towards ensuring a stable and efficient public cable broadcasting ability.



Office of the City Manager
312 W. Whitewater Street, P.O. Box 178
Whitewater, Wisconsin 53190

MEMORANDUM

www.whitewater-wi.gov
Telephone: (262) 473-0104
Fax: (262) 222-5901

To: City Council
From: John Weidl, City Manager
Date: August 8, 2023
Re: Special Olympics

On June 8, 2023 the City of Whitewater hosted Wisconsin's Special Olympics. The city shares the excitement with the athletes, families, and community as we begin this relationship.

The past summer the Summer Olympics were held at the University of Whitewater. 1,165 competitors came with 372 coaches. Athletes competed in events like Basketball, Cornhole, and Speed Walking. Athletes were able to compete in front of an estimated 1750 attendees.

This event not only made an impact in our hearts but in our community. Not only did the organization be able to have 275 unique community volunteers, but these volunteers were able to fill 388 shifts. It is clear that the community is not only invested in watching the athletes but the commitment to the success of the programming.

Moving forward Media Services has already started working with the Special Olympics staff to maximize media coverage of the event. This media coverage ranges from social media postings to banners being installed downtown to the creation of unique videos that highlight the event.

The city is excited about this relationship and will continue to work with the appropriate staff to help support its continued success.



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	Clean Water Fund Reimbursement Resolution
Staff Contact (name, email, phone):	Brad Marquardt, bmarguardt@whitewater-wi.gov , 262-473-0139

BACKGROUND

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

The City bid out the Vanderlip Pumping Station Project in May 2022. Two bids were received, both well over the anticipated budgeted amount. Since that time, staff has applied for Clean Water Funding through the DNR. The project has ranked high among other projects submitted Statewide. The actual application for the funding is due September 30. As part of the application, the City should be eligible for Principal Forgiveness for 50% of the loan up to \$2 million. One of the requirements to be included with the application is a Resolution from the City Council indicating the City will cover costs of the Project incurred prior to receipt of the proceeds of the Bonds.

Staff anticipates advertising the project September 7 and 14, 2023 with a bid opening October 4. The bids will be reviewed at the Public Works Committee meeting October 10 with hopeful award at the October 17 Council meeting. Staff is hoping a contractor will start construction over winter on the cross-country portion of the project, which would be prior to the Bonds being issued.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee discussed the timing of the project at their August 8, 2023 meeting.

FINANCIAL IMPACT

(If none, state N/A)

The CIP budget included \$2,827,200 for this project. The estimated cost is around \$4,650,000 based on previous bids. Once the project is bid and the amount is better known of what the project will cost, staff will prepare a breakdown of how this project will be financed. The financial breakdown will accompany the consideration to award the project at the October 17 Council meeting.

STAFF RECOMMENDATION

At this Council meeting, the only item of action is to approve the attached Resolution indicating the City has funds available to pay the costs of the Project until the Bonds are issued.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Resolution

RESOLUTION DECLARING OFFICIAL INTENT TO REIMBURSE EXPENDITURES FROM PROCEEDS OF BORROWING

WHEREAS, the City of Whitewater, Walworth and Jefferson County, Wisconsin (the "Municipality") plans to undertake the replacement of the Vanderlip Pumping Station and Force Main, Project Number 4558-09 (the "Project"); and

WHEREAS, the Municipality expects to finance the Project on a long-term basis by issuing tax-exempt bonds or promissory notes (the "Bonds"); and

WHEREAS, because the Bonds will not be issued prior to January 1, 2024, the Municipality must provide interim financing to cover costs of the Project incurred prior to receipt of the proceeds of the Bonds; and

WHEREAS, it is necessary, desirable, and in the best interests of the Municipality to advance moneys from its funds on hand on an interim basis to pay the costs of the Project until the Bonds are issued.

NOW, THEREFORE, BE IT RESOLVED, by the Common Council of the City of Whitewater that

1. The Municipality shall make expenditures as needed from its funds on hand to pay the costs of the Project until Bond proceeds become available.
2. The Municipality hereby officially declares its intent under Treas. Regs. Section 1.150-2 to reimburse said expenditures with proceeds of the Bonds, the principal amount of which is not expected to exceed \$4,658,361.00.
3. No funds for payment of the Project from sources other than the Bonds are, or are reasonably expected to be, reserved, allocated on a long term basis, or otherwise set aside by the Municipality pursuant to its budget or financial policies.
4. This resolution shall be made available for public inspection at the City Clerk's office within 30 days after its approval in compliance with applicable State law governing the availability of records of official acts including Subchapter II of Chapter 19, and shall remain available for public inspection until the Bonds are issued.

BE IT FURTHER RESOLVED this resolution shall be effective upon its adoption and approval.

Resolution introduced by Councilmember _____ who moved its adoption. Seconded by _____ . AYES: NOES: ABSENT: ADOPTED: _____

John Weidl, City Manager

Karri Anderberg, City Clerk

ORDINANCE No. _____
 AN ORDINANCE AMENDING SUBSECTION 11.16.150
 STREET INDEX OF PARKING RESTRICTIONS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 11.16 is amended by deleting from Section 11.16.150 the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Four-hour parking
S	Second (2 nd) St	West side; from the south curblineline of Whitewater St north for 120 feet	11.16.145	Permit parking area
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.075	Four-hour parking

SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Section 11.16.150, the parking restrictions set forth below:

S	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.070	Two-hour parking
N	Second (2 nd) St	Both sides; from Main St (Old Hwy 12), to W North St	11.16.070	Two-hour parking
S	Second (2 nd) St	West side; adjacent to 202 W. Whitewater St	11.16.145	Permit parking area
S	Second (2 nd) St	West side; adjacent to 206 Second Street and 201 W. Center St	11.16.145	Permit parking area
S	Second (2 nd) St	East side; adjacent to 162 W. Whitewater St	11.16.145	Permit parking area

Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

Second (2nd) St	Both sides; from Main St (Old Hwy 12), to W Whitewater St	11.16.090	No parking 2:00 a.m. to 5:00 p.m.	
			11.16.070	Four-hour parking
			11.16.140	No parking of trucks in excess of 16 feet in length
S	Second (2nd) St	West side; from the north curbline of W Center, north to a point 15 feet south of the south driveway of 207 West Main	11.16.080	No parking
S	Scott St	East side; from a point 158 feet south of the south curb line of W Whitewater Street, south to W Walworth Avenue	11.16.120	No parking 8:00 a.m. to 4:00 p.m., except Saturday, Sunday and holidays
S	Scott St	East side; from the south curbline of W Whitewater, south to a point 158 feet south	11.16.080	No parking
S	Scott St	West side; from W Whitewater, south to W Walworth	11.16.080	No parking
S	Second (2nd) St	West side; from the south curbline of Whitewater St north for 120 feet	11.16.145	Permit parking area
N	Second (2nd) St	Both sides; from Main St (Old Hwy 12) to W North St	11.16.090	No parking 2:00 a.m. to 5:00 pm
			11.16.075	Four-hour parking

			11.16.140	No parking of trucks in excess of 16 feet in length
N	Second (2nd) St	West side; from the north curblines of Main St north for 100 feet	11.16.145	Permit parking area



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	Elizabeth Street
Staff Contact (name, email, phone):	Brad Marquardt, bmarguardt@whitewater-wi.gov , 262-473-0139

BACKGROUND

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

Representatives from the Whitewater School District reached out to staff about the possibility of painting crosswalks on Elizabeth Street at Laurel Street and Court Street. The intention would be to provide a designated area for students to cross Elizabeth. The issue with adding crosswalks at these locations is that there is no sidewalk on the west side of Elizabeth Street. At a minimum, staff believes there should be a landing area, if a crosswalk was painted. An alternative suggested by staff is to install “No Stopping, Standing or Parking” signs at each curb ramp location. The signs at each location would encompass the area of the curb ramp and include the area occupied by existing hydrants. This would provide a larger area for students to better see approaching vehicles and vice versa when students cross at these intersections. The Police Department was consulted on the additional signage and are in favor of it.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee met on August 8, 2023 and recommended the No Stopping Standing Parking signs be installed to replace the existing No Parking signs currently in front of the Middle School Property. Additionally, the Committee recommended the area south of the Middle School property to Walworth Avenue on the east side of Elizabeth be signed for No Stopping Standing Parking.

FINANCIAL IMPACT

(If none, state N/A)

The cost to install additional signs would be minimal and completed by staff.

STAFF RECOMMENDATION

Staff has reached out to the School District, Police Department and sent letters to the four affected residents. Representatives may appear in person at the Council meeting or send comments to staff. Any comments received will be read aloud and into the record. Staff has no concerns with changing the signage in front of the Middle School to No Stopping Standing Parking as this area already is signed for No Parking. Staff does have some reservations about removing parking entirely, year round, especially when school is not in session, where parking currently exists.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Ordinance Amending 11.16.150

ORDINANCE No. _____
AN ORDINANCE AMENDING SUBSECTION 11.16.150
STREET INDEX OF PARKING RESTRICTIONS

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 11.16 is hereby amended by deleting from Subsection 11.16.150 the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, along entire frontage of</u> <u>401 S Elizabeth (Middle School)</u>	<u>11.16.080</u>	<u>No Parking</u>
----------	-------------------------------	--	------------------	-------------------

SECTION 2. Whitewater Municipal Code Chapter 11.16 is hereby amended by adding to Subsection 11.16.150, the parking restrictions set forth below:

<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, along entire frontage of</u> <u>401 S Elizabeth (Middle School)</u>	<u>11.22.010</u>	<u>No Stopping, Standing or</u> <u>Parking</u>
----------	-------------------------------	--	------------------	---

<u>S</u>	<u>Elizabeth</u> <u>St</u>	<u>East side, from the south</u> <u>property line of 401 S</u> <u>Elizabeth (Middle School)</u> <u>south to Walworth Avenue</u>	<u>11.22.010</u>	<u>No Stopping, Standing</u> <u>or Parking</u>
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Ordinance introduced by Council Member _____, who moved its adoption.

Seconded by Council Member _____.

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk



Council Agenda Item

Meeting Date: 07/18/2023

Agenda Item: Ordinance 2.28 – PFC Update

Staff Contact (name, email, phone): John Weidl
jweidl@whitewater-wi.gov

BACKGROUND

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

Ordinance 2.28 – Police and Fire Commission was last updated in 2013 and requires updates to bring it in-line with current practice. The proposed change rescinds language requiring a City Council representative on the PFC and also rescinds language referring to the Whitewater Volunteer Fire Department. Rescinded language is highlighted in the attached document.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Updated ordinance
2. "PFC Ordinance 2.28" highlighting rescinded language

ORDINANCE No. _____
AN ORDINANCE AMENDING CHAPTER 2.28
POLICE AND FIRE COMMISSION

The Common Council of the City of Whitewater, Walworth and Jefferson Counties, Wisconsin, do ordain as follows:

SECTION 1. Whitewater Municipal Code Chapter 2.28 is hereby amended to read as follows:

2.28.010 Created—Membership.

There shall be created as hereinafter specified a police and fire commission consisting of five citizen members who shall have the power and perform the duties as specified in Wis. Stats. § 62.13.

2.28.020 Appointment—Terms.

The board of police and fire commissioners shall be appointed by the common council at the time specified by statute, one member to serve until the first day in May; and annually thereafter one commissioner who shall hold his/her office for five years and until his/her successor is appointed and qualified.

2.28.030 State statutes applicable.

The provisions of Wisconsin Statute 62.13, and all acts amendatory thereto so far as the same are applicable, are incorporated herein and shall be effective in the same manner as if set forth in full herein.

AYES:
NOES:
ABSENT:
ADOPTED:

John Weidl, City Manager

Karri Anderberg, City Clerk

Chapter 2.28 - POLICE AND FIRE COMMISSION

Sections:*Footnotes:*

--- (8) ---

Editor's note— Ord. No. 1773, § 1, adopted May 4, 2010, amended ch. 2.28, §§ 2.28.010—2.28.040, in its entirety as set out herein. Formerly, said chapter pertained to similar subject matter. See the Code Comparative Table and Disposition List. Subsequently, Ord. No. 1850A, § 1, adopted Jan. 15, 2013, changed the title of ch. 2.28 from "Fire and police commission" to "Police and fire commission."

2.28.010 - Created—Membership.

There shall be created as hereinafter specified a police and fire commission consisting of five citizen members who shall have the power and perform the duties as specified in Wis. Stats. § 62.13.

(Ord. No. 1850A, § 2, 1-15-2013; Ord. No. 1988A, § 1, 11-19-2019)

2.28.020 - Appointment—Terms.

The board of police and fire commissioners shall be appointed by the common council at the time specified by statute, one member to serve until the first day in May, one to serve until the first day in May; and annually thereafter one commissioner who shall hold his/her office for five years and until his/her successor is appointed and qualified. In the year and thereafter, **one member of the police and fire commission shall be a member of the city council and shall be appointed by the city council to a one-year term; the one-year term shall commence on the first day of May in each calendar year.**

(Ord. No. 1850A, § 2, 1-15-2013)

2.28.030 - State statutes applicable.

The provisions of Wisconsin Statute 62.13, and all acts amendatory thereto so far as the same are applicable, are incorporated herein and shall be effective in the same manner as if set forth in full herein.

(Ord. No. 1850A, § 2, 1-15-2013)

2.28.040 - Power and authority limited.

The power and authority of the police and fire commission hereby created shall not extend any control whatsoever over the Whitewater Volunteer Fire Department. This chapter shall not affect the organization of the Whitewater Volunteer Fire Department as it existed heretofore, and the department is authorized to

continue to operate on the same relationship with the city as it has prior to the adoption of the ordinance codified in this chapter.

(Ord. No. 1850A, § 2, 1-15-2013)



Common Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Twin Oaks – code enforcement update

Staff Contact (name, email, phone): Chris Bennett – cbennett@whitewater-wi.gov – (262) 473-0143

BACKGROUND

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

See enclosed memo from Neighborhood Services Administrative Assistant Llana Dostie. Dostie and GIS Analyst Ben Kloskey reinspected Twin Oaks on Aug. 9. Dostie’s memo details what remains from the original violations. NS will issue reinspection fees, and work with Twin Oaks, in an effort to gain compliance.

Per Building Inspector Greg Noll, the four trailers placed without permits are now compliant. Noll’s working theory is the permits were submitted to Pam Cronce’s email after she left and were flagged by the system as SPAM or missed. Regardless, follow-up did not occur and the proper permits did not get issued before the units were placed. Noll worked with TO staff and rectified the matter.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Previous actions occurred with discussion and the adoption of an ordinance at prior council meetings.

FINANCIAL IMPACT

(If none, state N/A)

To the city – N/A. Some reinspection fees will need to be paid in the future.

STAFF RECOMMENDATION

Update – for information.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Memo from Llana Dostie



Neighborhood Services Department
*Planning, Zoning, Code Enforcement, GIS
and Building Inspections*

www.whitewater-wi.gov
Telephone: (262) 473-0540

August 9, 2023

To: Chris Bennett, MSM
From: Llana Dostie
Re: Twin Oaks Reinspection

Twin Oaks has been working diligently to correct the issues we observed at the first inspection on July 18, 2023. 89% percent of the original issues have been completed. On August 9, 2023, we reinspected Twin Oaks for outstanding violations. Below are the City Code violations still located at 755 N. Tratt St., Tax Key Number: 292-0515-3223-00 and 292-0515-3224-000, at the following lots:

Lot 206 – (7.48 – Junk on Property) garbage and assorted junked and/or unused items must be removed.

Lot 208 – (14.05 – Building Maintenance & Repair) The broken window frame must be repaired.

Lot 213 – (7.48 – Junk on Property) garbage, junk and/or unused items must be removed from the exterior of the lot and disposed of and/or screened from view.

Lot 227 – (7.48 – Junk on Property) The excess shutters must be removed or properly stored to be screened from view.

Lot 222 – (7.48 – Junk on Property, & 14.05 Building Maintenance & Repair) Lumber needs to be removed.

Lot 40 – (7.48 – Junk on Property) the washer and dryer located on the porch must be removed. The additional garbage and unused misc. items must also be removed or screened from view.

Lot 42 (7.48– Junk on Property) the lumber under porch.

Lot 128 – (7.48 – Junk on Property) The pile of lumber next to the home must be removed.

Lot 191 – (7.48 – Junk on Property) Household appliances on the porch must be removed and stored properly.

Lot 199 – (14.05 – Building Maintenance & Repair Standards) the attached car port must have uniformed building materials.

Lot 184 – (7.48 – Junk on Property) The scrapped building materials and lumber must be removed.

Lot 172 – (7.48 – Junk on Property) The garbage, unused/junked items must be removed.

Lot 210 – (14.05 – Building Maintenance & Repair) Please remove the improvised porch and door.



Karen Dieter
 Comptroller
 P.O. Box 690
 Whitewater, WI 53190
 Phone: (262) 473-1382
 Fax: (262) 222-5903
 Email: kdieter@whitewater-wi.gov

MEMORANDUM

Date: August 8, 2023

To: Common Council

From: Karen Dieter, Comptroller

Regarding: Twin Oaks Mobile Home Park 2021 & 2022 Permit Fees

Per state statute we are not allowed to charge more than \$2.00 per mobile home per year. Below is a history of fees collected vs the allowable amount and a copy of the state statute.

I believe that we should forgo collecting \$300.00 for 2021 and \$324.00 for 2022 for the following reasons: we made the mistake of not billing them, the park has been over charged by a total of \$576.00 in the past, and the unbilled amount is immaterial.

Year	Mobile Homes in Park	Date Paid	Permit Paid Amount	Allowable Fee @ \$2/MH
2010	140	08/31/2010	\$ 508.00	\$ 280.00
2011	135	12/06/2011	\$ 508.00	\$ 270.00
2012	133	07/23/2012	\$ 508.00	\$ 266.00
2013	132	11/30/2013	\$ 460.00	\$ 264.00
2014	135		\$ -	\$ 270.00
2015	144	07/31/2015	\$ 460.00	\$ 288.00
2016	151	03/18/2016	\$ 460.00	\$ 302.00
2017	140		\$ -	\$ 280.00
2018	143	06/15/2018	\$ 460.00	\$ 286.00
2019	143	05/03/2019	\$ 460.00	\$ 286.00
2020	149	05/04/2020	\$ 460.00	\$ 298.00
2021	150		\$ -	\$ 300.00
2022	162		\$ -	\$ 324.00
2023	211	05/11/2023	\$ 428.00	\$ 422.00
			\$ 4,712.00	\$ 4,136.00

LICENSE AND MONTHLY MUNICIPAL PERMIT FEE.

[66.0435\(3\)\(a\)](#) The licensing authority shall collect from the licensee an annual license fee of not less than \$25 nor more than \$100 for each 50 spaces or fraction of 50 spaces within each community within its limits. If the community lies in more than one municipality the amount of the license fee shall be determined by multiplying the gross fee by a fraction the numerator of which is the number of spaces in the community in a municipality and the denominator of which is the entire number of spaces in the community.



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	FirstNet Migration
Staff Contact (name, email, phone):	Chief Dan Meyer, dmeyer@whitewater-wi.gov , 262-473-1371 Tim Neubeck, tneubeck@whitewater-wi.gov , 262-473-1391

BACKGROUND

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

FirstNet is a first responders' network built on AT&T's network, which the federal government commissioned AT&T to build after the event of 9/11 to ensure communication for first responders can occur in times of crisis. FirstNet has the Band 14 spectrum specifically set aside for public safety and no other carrier has this. More than 25,000 public safety and municipal agencies are on FirstNet, including Walworth County. When an emergency happens, FirstNet customers have prioritized access on all AT&T commercial bands, including Band 14. During an emergency, this band – or lane – is locked and available only to first responders on FirstNet. That means only those on FirstNet have access to Band 14 spectrum, further elevating their connectivity and emergency response. They never have to compete with commercial traffic. **All** City cell phones, hotspots, etc. will be on FirstNet including non-public safety personnel to ensure constant communication.

Currently, the City has a business account with Verizon. While Verizon has decent coverage and an affordable pricing schedule, City devices have to compete for coverage amidst all other users. This is especially apparent when school is in session or when there is a large quantity of users in the area such as during Spring Splash. While this year's event was not as large as year's past, City devices had difficulty getting a signal – including Police devices such as cellphones and MDCs.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

Currently, the City pays \$2,296.44 per month which would total to \$27,557.28. IT conducted an audit and worked with all City departments to determine if there are lines to not port over to the new service. Reasons why a device would not come to FirstNet include departments sharing hotspots or the phones get no use.

The total monthly charge is estimated to be **\$2,254.89** (\$27,058.68/ yr.) which is \$41.55 (\$498.60/ yr.) less per month and includes service for the 7 new MDCs the Council approved in June. There will be a one-time estimated trade-in credit of existing devices of \$1,782.00 to offset the one-time equipment charge of \$2,074.75. Because the City is changing providers, AT&T will give the City an estimated \$9,200.00 in credit which will ensure the City will fully offset the rest of the costs for new devices. The rest of this money can be used down the line to purchase new equipment.

STAFF RECOMMENDATION

Staff recommends signing with FirstNet through AT&T for cellular service for at minimum one-year. After this year, the City will be on a month-to-month plan and can cancel at any time. Should the Council approve this, staff anticipates the new service to be fully deployed within 6 weeks.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

N/A



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	Northside Water Main Extension
Staff Contact (name, email, phone):	Brad Marquardt, bmarquardt@whitewater-wi.gov , 262-473-0139

BACKGROUND

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

The City opened bids on August 2, 2023 for the Northside Water Main Extension project which extends water to Johns Disposal and the Wastewater Facility. Seven bids were received with the base bid for ductile iron pipe and the alternate bid for PVC pipe:

1. Wondra Construction	\$352,251.48	\$305,954.08
2. BKS Excavating	\$391,850.00	\$349,590.00
3. Globe Contractors	\$414,300.00	\$367,775.00
4. RR Walton & Company	\$433,749.95	\$391,549.95
5. The Wanasek Corporation	\$449,960.60	\$402,598.60
6. Fischer Excavating	\$488,005.00	\$400,245.20
7. Rock Road Companies	\$731,800.00	\$697,433.35

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee, at their August 8, 2023 meeting, accepted the low bid from Wondra Construction and recommended Council award the contract.

FINANCIAL IMPACT

(If none, state N/A)

Money was not specifically budgeted for this project in the 2022-2023 CIP. A budget amendment will need to be approved at a future Council meeting switching already borrowed Revenue bonds from the Vanderlip Pumping Station project to the Northside Water Main Extension Project.

STAFF RECOMMENDATION

Staff recommends awarding the contract to Wondra Construction. The intention is to use ductile iron pipe. An alternate bid was included in case there is an issue with obtaining ductile iron pipe. The City prefers to use ductile iron pipe when possible.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Bid Results

North Side Water Main Extension
 Contract 2-2023
 City of Whitewater, Wisconsin
 Solicitor: Strand Associates, Inc.
 August 2, 2023 1 P.M. Central Time

				Wondra Construction, Inc.		BKS Excavating Inc.		Globe Contractors, Inc.		RR Walton & Company LTD		The Wanasek Corp		Fischer Excavating, Inc.		Rock Road Companies, Inc.		
Section Title	Line Item	Item Description	UoM	Quantity	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension	Unit Price	Extension
North Side Water Main Extension																		
	1	12-IN DI Water Main	LF	2,050	\$121.22	\$248,501.00	\$133.00	\$272,650.00	\$135.00	\$276,750.00	\$166.00	\$340,300.00	\$140.00	\$287,000.00	\$186.00	\$381,300.00	\$215.00	\$440,750.00
	2	10-IN DI Water Main	LF	45	\$136.02	\$6,120.90	\$145.00	\$6,525.00	\$150.00	\$6,750.00	\$150.00	\$6,750.00	\$175.00	\$7,875.00	\$157.00	\$7,065.00	\$200.00	\$9,000.00
	3	6-IN DI Fire Hydrant Lead	LF	30	\$101.24	\$3,037.20	\$95.00	\$2,850.00	\$285.00	\$8,550.00	\$140.00	\$4,200.00	\$104.00	\$3,120.00	\$107.00	\$3,210.00	\$195.00	\$5,850.00
	4	12-IN DI Valve and Valve Box	EA	4	\$4,930.72	\$19,722.88	\$4,750.00	\$19,000.00	\$5,000.00	\$20,000.00	\$6,500.00	\$26,000.00	\$4,725.00	\$18,900.00	\$5,280.00	\$21,120.00	\$6,500.00	\$26,000.00
	5	10-IN DI Valve and Valve Box	EA	1	\$4,057.32	\$4,057.32	\$4,200.00	\$4,200.00	\$4,500.00	\$4,500.00	\$5,500.00	\$5,500.00	\$4,160.00	\$4,160.00	\$4,228.00	\$4,228.00	\$5,500.00	\$5,500.00
	6	Fire Hydrant W/ Auxiliary Valve and Valve Box	EA	3	\$6,871.18	\$20,613.54	\$7,200.00	\$21,600.00	\$7,200.00	\$21,600.00	\$7,600.00	\$22,800.00	\$7,400.00	\$22,200.00	\$8,252.00	\$24,756.00	\$9,500.00	\$28,500.00
	7	Connect to Existing Water Main	EA	1	\$3,699.05	\$3,699.05	\$7,500.00	\$7,500.00	\$7,500.00	\$7,500.00	\$7,200.00	\$7,200.00	\$9,075.00	\$9,075.00	\$7,637.00	\$7,637.00	\$63,000.00	\$63,000.00
	8	Hauled-In Granular Backfill	T	100	\$22.25	\$2,225.00	\$20.00	\$2,000.00	\$25.00	\$2,500.00	\$10.00	\$1,000.00	\$17.00	\$1,700.00	\$28.00	\$2,800.00	\$15.00	\$1,500.00
	9	Verify Sanitary Sewer or Force Main Elevation Prior to Water Main Construction Staking	EA	4	\$1,012.05	\$4,048.20	\$750.00	\$3,000.00	\$750.00	\$3,000.00	\$1,000.00	\$4,000.00	\$730.00	\$2,920.00	\$338.00	\$1,352.00	\$2,500.00	\$10,000.00
	10	Clearing and Grubbing	LS	1	\$2,024.10	\$2,024.10	\$6,000.00	\$6,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,575.00	\$5,575.00	\$10,003.00	\$10,003.00	\$15,000.00	\$15,000.00
	11	Asphaltic Pavement Restoration, INCL Base Course	SY	50	\$208.00	\$10,400.00	\$110.00	\$5,500.00	\$75.00	\$3,750.00	\$100.00	\$5,000.00	\$130.00	\$6,500.00	\$102.00	\$5,100.00	\$150.00	\$7,500.00
	12	Turf Restoration	LS	1	\$17,641.33	\$17,641.33	\$32,000.00	\$32,000.00	\$49,000.00	\$49,000.00	\$2,000.00	\$2,000.00	\$56,600.00	\$56,600.00	\$11,112.00	\$11,112.00	\$45,000.00	\$45,000.00
	13	Riprap Apron W/ Fabric	SY	35	\$53.53	\$1,873.55	\$15.00	\$525.00	\$40.00	\$1,400.00	\$28.57	\$999.95	\$81.00	\$2,835.00	\$54.00	\$1,890.00	\$120.00	\$4,200.00
	14	Erosion Control	LS	1	\$8,287.41	\$8,287.41	\$8,500.00	\$8,500.00	\$4,000.00	\$4,000.00	\$3,000.00	\$3,000.00	\$21,500.00	\$21,500.00	\$6,432.00	\$6,432.00	\$70,000.00	\$70,000.00
Base Bid Total:						\$352,251.48		\$391,850.00		\$414,300.00		\$433,749.95		\$449,960.00		\$488,005.00		\$731,800.00

				Wondra Construction, Inc.		BKS Excavating Inc.		Globe Contractors, Inc.		RR Walton & Company LTD		The Wanasek Corp		Fischer Excavating, Inc.		Rock Road Companies, Inc.		
Bid Alternative No. 1																		
	A-1	Change 12-IN DI Water Main to 12-IN PVC Water Main	LF	2,050	(\$21.95)	(\$44,997.50)	(\$20.00)	(\$41,000.00)	\$113.00	\$231,650.00	\$146.00	\$299,300.00	(\$22.15)	(\$45,407.50)	(\$41.75)	(\$85,587.50)	(\$16.26)	(\$33,333.00)
	A-2	Change 10-IN DI Water Main to 10-IN PVC Water Main	LF	45	(\$20.00)	(\$900.00)	(\$20.00)	(\$900.00)	\$129.00	\$5,805.00	\$130.00	\$5,850.00	(\$29.26)	(\$1,316.70)	(\$32.80)	(\$1,476.00)	(\$14.19)	(\$638.55)
	A-3	Change 6-IN DI Fire Hydrant Lead to 6-IN PVC Fire Hydrant Lead	LF	30	(\$13.33)	(\$399.90)	(\$12.00)	(\$360.00)	\$269.00	\$8,070.00	\$130.00	\$3,900.00	(\$21.24)	(\$637.20)	(\$23.21)	(\$696.30)	(\$13.17)	(\$395.10)
Bid Alternative No. 1 Total:						(\$46,297.40)		(\$42,260.00)		\$245,525.00		\$309,050.00		(\$47,361.40)		(\$87,759.80)		(\$34,366.65)

				Wondra Construction, Inc.		BKS Excavating Inc.		Globe Contractors, Inc.		RR Walton & Company LTD		The Wanasek Corp		Fischer Excavating, Inc.		Rock Road Companies, Inc.		
Base Bid plus Bid Alternative No. 1																		
Total Bid:						\$305,954.08		\$349,590.00		\$659,825.00		\$742,799.95		\$402,596.60		\$400,245.20		\$697,433.35



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	Auction Items
Staff Contact (name, email, phone):	Brad Marquardt, bmarguardt@whitewater-wi.gov , 262-473-0139

BACKGROUND

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

Each year City Departments try to clear out items that are no longer being used and put them up for auction before disposing of them. The following is a list of items that are being considered for auction later this year.

Police

- 2013 Hyundai Sonata GLS with VIN 5NPEB4AC7DH675868 – seized vehicle ready for auction
- 2015 Ford Explorer with VIN 1FM5K8AR4FGC66631 – old patrol car in very poor condition

Park & Rec

- Pottery Kiln (Not sure if it works)
- Old Cravath Lakefront Stage Backdrop

Water

- 2002 F250 4x2 with 123,000 with a lift gate

Wastewater

- small set of lockers

Streets

- 1999 Chevrolet S-10 pickup
- 2011 Toro 4000 D bat wing mower
- Street lights from replacement project
- 7 -100# LP Cylinders
- 10- Overhead light fixtures removed from back shop
- Curtis snowplow from Kubota RTV
- Pallet of concrete anchor rods
- 2- street painters
- 9- 8'-4"x4" composite material

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The Public Works Committee met on August 8, 2023 and recommended the items be forwarded to Council for approval to auction.

FINANCIAL IMPACT

(If none, state N/A)

Any money acquired through auction is returned to the appropriate department.

STAFF RECOMMENDATION

Staff recommends approval to put the listed items up for auction.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A



Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Exit Interview Process

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council member Hicks requested that HR present the current exit interview process including any adjustments or improvements made recently.
2. Previously, employees were offered exit interviews upon resignation or termination. Participation was voluntary and results were considered “confidential” to ensure active participation. Verbal feedback was provided upon request of the department.
3. Currently, employees are offered exit interviews upon resignation or termination. Stay Interviews are also used to track why employees are staying with the organization, what’s working and what isn’t. Participation is still voluntary and results are summarized to maintain confidentiality. Verbal feedback is provided to department directors when warranted and trends are discussed with the Management Team.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

None – Exit Interviews are not mentioned in the Employee Handbook or in Policy 204.01

FINANCIAL IMPACT

(If none, state N/A)

N/A

STAFF RECOMMENDATION

Staff recommends continuing the process as presented.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. Exit Interview Form
2. Stay Interview Form with Follow Up Questions
3. Exit Interview Summary



EMPLOYEE EXIT INTERVIEW

Today's Date _____ Job Title _____

Name _____ Manager _____

Start Date _____ Ending Date _____

1. Reason for Leaving

Which one reason best describes why you are leaving the City of Whitewater?

- Limited advancement
- Unchallenging work
- Compensation
- Working conditions
- Supervision/Management
- Lack of recognition
- Personality conflicts
- Inconsistent treatment of employees
- Poor morale
- Better career opportunity
- Work schedule
- Family circumstances
- Returning to school
- Employee benefits
- Lack of communications
- Health reasons
- Quality & productivity standards
- Insufficient training
- Limited employee input
- No decision-making authority
- Other – please list _____

If leaving for another position, how did you learn about it?

- Online job posting
- Social media
- Search firm
- Newspaper Ad
- Friend/relative
- Other – please list _____

Select one reason which best describes what you liked about working at the City of Whitewater

- Co-workers
- Challenging work
- Job responsibilities
- Quality products/standards
- Job security
- Technology available
- Company philosophy
- Dynamic organization
- Competitive pay & benefits
- Other – please list _____

Would you ever consider re-employment at the City of Whitewater in the future? Yes No

Would you recommend the City of Whitewater to others as a potential employer? Yes No



EMPLOYEE EXIT INTERVIEW

Name: _____

Date: _____

2. Compensation and Employee Benefits

How would you rate the following?	Excellent	Good	Average	Fair	Unacceptable
Compensation received based on job performance and skills	5	4	3	2	1
Effectiveness of company's overall performance review system	5	4	3	2	1
Satisfaction with overall employee benefits offered	5	4	3	2	1
Vacation and holiday benefits	5	4	3	2	1

Comments: _____

3. Communications

How would you rate the following?	Excellent	Good	Average	Fair	Unacceptable
Communications within my department	5	4	3	2	1
Communications with other departments	5	4	3	2	1
Morale in my department	5	4	3	2	1

Comments: _____

4. Training/Job Performance

How would you rate the following?	Excellent	Good	Average	Fair	Unacceptable
Company orientation program	5	4	3	2	1
Training received to perform job responsibilities	5	4	3	2	1
Equipment, technology and tools provided	5	4	3	2	1
Accuracy/effectiveness of performance evaluations received	5	4	3	2	1
Advancement opportunities available	5	4	3	2	1
Utilization of my skills to their potential	5	4	3	2	1
Job expectations against on-the-job responsibilities	5	4	3	2	1

Comments: _____



EMPLOYEE EXIT INTERVIEW

Name:

Date:

5. Company Management/Supervision

How would you rate the following?

Excellent Good Average Fair Unacceptable

Executive Management – (Common Council, City Manager)

Overall evaluation of executive management	5	4	3	2	1
Communication by executive management of business strategies	5	4	3	2	1
Regular communication on status of stated business strategies	5	4	3	2	1
Willingness to listen to and act upon employees' concerns	5	4	3	2	1

Comments: _____

Excellent Good Average Fair Unacceptable

Immediate Manager –

Managers overall knowledge & competence	5	4	3	2	1
Establishment & communication of meaningful department goals	5	4	3	2	1
Fair and consistent administration of company policies	5	4	3	2	1
Willingness of manager to provide positive recognition	5	4	3	2	1
Promotion of safe working condition and pleasant work setting	5	4	3	2	1
Clear communication of instructions on a regular basis	5	4	3	2	1
Willingness to admit & correct mistakes	5	4	3	2	1
Efforts to keep employees informed	5	4	3	2	1
Willingness to provide appropriate training opportunities	5	4	3	2	1
Display of leadership	5	4	3	2	1

Comments: _____

Thank you for your valued input!

Name:
Department:
Manager:
Interviewed By:
Date:

11. What initially attracted you to this organization and your current role?

12. What types of tasks or responsibilities do you wish you had more of in your job?

13. What suggestions do you have for improving employee engagement, job satisfaction, or overall team performance?

14. Are there any aspects of the work environment or company culture that you find particularly positive or negative?

15. Do you have any other questions or suggestions?

Name:
Department:
Manager:
Interviewed By:
Date:

Follow up questions

1. Are there any particular instances or scenarios where communication breakdowns occur?
2. Which communication tools or methods do they think would be more effective?
3. Are there any obstacles that hinder smooth communication between teams or departments?
4. Are there any examples of successful communication strategies you've observed?

Exit Interview Summary

Key Areas Identified:	Totals
Better Career Opportunity	3
Compensation	1
Benefits	1
Performance Review	4
Communication within Dept	1
Communication with other Depts	1
Training Received	3
Orientation	2
Advancement Opportunities	3
Company Mgmt (Council/City Manager)- Willingness to Listen & Act on EE Concerns	1



Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Salary, Wages and Benefits Study

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council Member Hicks requested a salary, wages and benefits study versus comparable cities.
2. Salary studies are a tool for determining market pay and benefit rates to strategically attract, engage and retain the talent necessary to meet organizational goals and objectives.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

The last salary study was undertaken in approximately 2016-2017 by Springstead, Inc. at a cost of \$17,200.91. Results were presented however, Council did not implement the findings of the survey at that time.

FINANCIAL IMPACT

(If none, state N/A)

Unknown

STAFF RECOMMENDATION

Staff needs more information regarding scope and objective. At this time, staff has no recommendation pending further discussion and clarification of the members.

Options may include:

1. Hiring a firm to complete a full salary survey
2. Utilizing CVMIC resources for a smaller, more focused survey. (Examples attached)

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. CVMIC Salary Comparison Examples

Compensation by Level
 Today's Date: 7/3/2023
 Data as of: 7/1/2023

Economic Development Director - Private Sector

eDOT: 189117519
 SOC:111011
 Pay Period: Annual

All Incumbents	Base Salaries					10th Percentile
	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile	
Level 1, 2, 3	121,169	136,265	155,176	175,625	195,251	20,705

All Values in United States Dollars

Area: Whitewater, Wisconsin
 Industry: All Industries - Diversified
 Codes: eSIC: 0000, NAICS: 000000, usSEC: 0000
 Revenue: 100,000,000
 Education Adjustment:
 Skill Adjustment:
 Certification Adjustment:
 Shift Work Adjustment:
 Planning Date: 7/3/2023
 Annualized Salary Trend: 2.8% (Adjustment: 0%)

Incentive				Total Cash			
25th Percentile	Mean	75th Percentile	90th Percentile	10th Percentile	25th Percentile	Mean	75th Percentile
23,284	26,473	30,010	33,363	141,874	159,550	181,649	205,635

Organization Data:

3 ERI Economic Research Institute, Inc.
eries data licensed to subscriber.
of Assessor data is prohibited.

90th Percentile
228,614

Salaries By Employees
 Today's Date: 7/3/2023
 Data as of: 7/1/2023

Economic Development Director - Public Sector

eDOT: 189117519
 SOC:111011
 Pay Period: Annual

Employees	Base Salaries					10th Percentile
	10th Percentile	25th Percentile	Mean	75th Percentile	90th Percentile	
1,370	114,360	127,741	144,486	162,628	180,024	21,631
137	92,631	103,304	116,703	131,133	145,009	11,763
14	72,029	80,136	90,361	101,273	111,812	7,419

All Values in United States Dollars

Area: Whitewater, Wisconsin
 Industry: Government Support Services
 Codes: eSIC: 9100, NAICS: 921100, usSEC: 9721
 Employees: 137
 Education Adjustment:
 Skill Adjustment:
 Certification Adjustment:
 Shift Work Adjustment:
 Planning Date: 7/3/2023
 Annualized Salary Trend: 2.8% (Adjustment: 0%)

Salary Assessor®

Incentive				Total Cash			
25th Percentile	Mean	75th Percentile	90th Percentile	10th Percentile	25th Percentile	Mean	75th Percentile
24,326	27,657	31,352	34,855	135,991	152,067	172,143	193,980
13,228	15,040	17,049	18,954	104,393	116,533	131,742	148,182
8,343	9,486	10,753	11,955	79,448	88,479	99,847	112,026

Organization Data:

ERI Economic Research Institute, Inc.
ies data licensed to subscriber.
Assessor data is prohibited.

90th Percentile
214,879
163,964
123,767



Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: City Manager Goals, Objectives & Management Plan

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council member Hicks requested a discussion regarding the City Manager goals, objectives and Management Plan.
2. At the February 23, 2023 Common Council Meeting, the 2023 City Manager Plan was presented for acknowledgement. The plan listed several focus areas that the City Manager would work to complete. The plan was acknowledged in open session to provide a layer of transparency for the community.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

February 23, 2023 – Common Council acknowledgement of the City Manager Plan in open session.

FINANCIAL IMPACT

(If none, state N/A)

STAFF RECOMMENDATION

Staff needs more information and therefore has no recommendation at this time.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. City of Whitewater 2023 City Manager Plan

City of Whitewater 2023 City Manager Plan

Vision Statement: Building upon our rich history, the City of Whitewater 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.

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

Focus areas:

- 1) Meet Various Staff, Departments, and Committees
 - a. Schedule tours with each department and leadership team
 - b. Attend at least once annually committee meetings for each City-led committee/board
 - c. Meet semi-annually with departments/staff to facilitate dialogue and share organizational information
- 2) Increased Communication and Teamwork – Strategic Planning
 - a. Facilitated Strategic Planning Workshops
 - b. Biennial Plan linked to Budget Document
- 3) Implement Referendum Strategy – Fire/EMS staffing
 - a. Management and staffing structure for 27/7 coverage
 - b. Onboarding, training, and management program for first 3-5 years
 - c. Hire FT Chief within 120 days
- 4) Re-Establish Economic Development Platform
 - a. Establish reporting and financial relationships between Economic Development Director, CDA, and Manager/City Council
 - b. Facilitate creation of Housing Policy and guidance for TIF Extension monies
 - c. Hire CDA Director by July, 2023
- 5) Develop Annual Training milestones for City Manager, staff, boards, and committees
 - a. All Staff: Sexual harassment, workplace misconduct, retaliation and active shooter, and others as determined by City Manager, HR Manager, Police Chief, and Cvmic
 - b. Boards and Committees: Robert’s Rules of Order, Open Meetings Law, Open Records Law, conflicts of interest as determined by City Clerk and Attorney
 - c. City Manager: 9-Course Leadership Training Module and additional training as determined by HR Manager and City Manager
 - i. Policy Development, Succession Planning, Retaining and Training, Leadership Challenge, Project Management, Negotiations for Leaders, Recruiting, Interviewing and Hiring, Performance Evaluations, Strategic Planning and Visioning
 - ii. Additional Training: Coaching and Feedback, Leadership: technical skills, soft skills, and people view, and Mentoring for Leaders
- 6) Establish a City-wide compensation and staffing structure that brings the City into alignment with its comparable Wisconsin communities and ability to pay

- a. Evaluate areas for consolidation through attrition, outsourcing, and other measures to reduce costs, where applicable
- b. Study and initiate multi-year plan to align staffing and compensation with comparable communities
- c. Establish written succession planning in applicable departments

Strategic objectives:

- 1) Increased productivity through clear, direct, and consistent communication.
- 2) Establish programs that create growth in the tax and employment base.
- 3) Ensure appropriate training and accountability for performance improvement.
- 4) Safeguard the taxpayer's investment in City services through transparent and forthright management practices.

Projects: Strategic Planning, Biennial Budget, Capital Improvement Plan, annual performance evaluations, WUSD and City of Whitewater WAFC agreement, recruitment of CDA Director.

Current situation: Recently approved referendum for Fire and EMS. Slow economic growth. Recruitment challenges. No current strategic/operational plan. Many projects, policies, and planning documents left unfinished by former City Manager. Solid development assets (land, CDA, etc.). Many above averages and several exceptional performers in various departments. Operating budgets are tight. Documentation and accountability suboptimal in previous years.

Future perspective: Immediate concerns are the projected decrease in MPS payments, projected to result in a loss of \$250,000+/- annually to the general fund and the negative impact of higher interest rates on the City's ability to borrow (e.g. if we borrow \$1M per year and \$250K is interest payments, we spend \$750K on capital. Now interest is more like \$350K, which results in \$650K to spend, or less effective purchasing power. Numbers are illustrative).

Medium term, the City and WUSD need to come to an agreement regarding the WAFC and its operations and funding. Also, the City needs a strategy and direction for creating sustainable increases in tax base and employment using existing resources, namely affordable housing monies and City-owned parcels that are backed by live tax increment financing districts.

Long-term, staff and I need clear direction from the City Council regarding how to manage constrained budgets and inflating costs. There is a high likelihood that the organization will need to reduce its total number of employees within the next 24 to 48 months if serious steps are not taken to shore up declining revenues and/or consider other revenue generating options. Also long term, the City has large capital needs for DPW, and large repairs for buildings at City Hall, WAFC, and other City-owned buildings across the City.

We have plenty of time. We need to be proactive and collaborative. By the end of year one, we will have a strategic plan, an economic development platform, and a biennial budget that ensures we have a financial plan moving forward.



Council Agenda Item

Meeting Date:	August 15, 2023
Agenda Item:	Retaining an Attorney for Personnel Matters
Staff Contact (name, email, phone):	Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council member Stone requested an agenda item regarding retaining an attorney for personnel matters.
2. The City of Whitewater currently retains the firm of Harrison, Williams and McDonell, LLP to provide legal services for the City of Whitewater with Jonathan McDonell as the lead attorney.
3. The law firm of von Briesen & Roper SC has long represented the City of Whitewater as special legal counsel on matters the City Attorney does not wish to address such as contract negotiations and complex labor-related issues. Attorney Kyle Gulya serves as lead attorney for von Briesen & Roper.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

On February 7, 2023, the agreement with Harrison, Williams & McDonell was approved by Common Council on a unanimous vote.

FINANCIAL IMPACT

(If none, state N/A)

Unknown

STAFF RECOMMENDATION

Staff does not recommend moving forward with retaining an additional attorney for personnel matters. The City of Whitewater currently retains two competent and professional attorneys to handle City matters.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. N/A



Council Agenda Item

Meeting Date: August 15, 2023

Agenda Item: Competencies for City Manager Evaluation

Staff Contact (name, email, phone): Sara Marquardt, smarquardt@whitewater-wi.gov, 262-473-1387

BACKGROUND

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

1. Council member Gerber requested a future agenda item regarding the competency categories for the City Manager Evaluation.
2. The policy and procedure for the City Manager Evaluation was passed by Council on August 1, 2023. The policy provides a timeline for the drafting of the proposed evaluation tool and Council feedback.
3. The competency categories for the previous city manager evaluation were provided to Council in the June 20, 2023 and August 1, 2023 Council packet.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

Common Council reviewed the 2020 policy and offered feedback at the June 20, 2023 Council meeting.

The City Manager Annual Review Policy was passed by Common Council on August 1, 2023.

FINANCIAL IMPACT

(If none, state N/A)

None

STAFF RECOMMENDATION

Discussion item only. Staff has provided examples of competency categories for Council review.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. 2019 City Manager Performance Review Competencies/Questions
2. ICMA Competency Sample
3. City of Battle Creek Managerial Competencies

2019 CITY MANAGER PERFORMANCE REVIEW COMPETENCIES/QUESTIONS

1. Competency: Leadership
 - The City Manager promotes the positive development of employee resources and morale; demonstrates the ability to build-up and motivate employees, provide direction, monitor performance and make changes when necessary.
2. Competency: Drive & Attitude
 - Demonstrates initiative, good mental and physical stamina, and is considered a self-starter; is cooperative, willing to adapt and is enthusiastic toward the City.
3. Competency: Self-Assurance & Confidence
 - Is self-assured in his leadership abilities and is able to take constructive criticism/feedback for improvement; Takes responsibility for his mistakes and is honest with himself and others; is capable of making decisions and taking required actions without undue supervision from the Common Council.
4. Competency: Judgment & Decisiveness
 - Exercises good judgment in making decisions and in his general conduct; takes a rational and impersonal viewpoint based on facts and qualified opinions; reaches quality decisions in a timely fashion.
5. Competency: Stress Management
 - Responds well to stressful situations and adequately deals with the stress inherent to the position; is capable of resolving problems under strain and unpleasant conditions and is able to tolerate conditions of uncertainty.
6. Competency: Integrity & Quality of Work
 - Demonstrates fairness, honesty, and legal awareness in his professional activities; is ethical, accurate, thorough and objective in his work and provides objective recommendations.
7. Competency: Employee Development
 - Promotes the positive development of Department Heads and staff; Recruits, appoints, trains, and retains quality employees; effectively delegates responsibility for projects, tasks, and assignments and fully utilizes the skills and capacity of employees; is available to employees for providing guidance and counseling related to projects, performance and other employee needs.
8. Competency: Organizational Skills
 - Demonstrates an ability to understand and prioritize the goals and requests of elected officials and staff; is effective in providing short-term and long-term allocation and analysis of employee and financial resources; Is able to juggle multiple and varied projects and service requests.
9. Competency: Policy Execution
 - Demonstrates a comprehensive understanding of municipal policies and procedures; consistently complies with municipal policies and procedures ensuring that staff members effectively carry out policy directives established by the Common Council; successfully accomplishes goals and objectives of the organization by measuring results and taking corrective action when needed.
10. Competency: Accessibility & Responsiveness (Internal)
 - Makes himself available to City Staff to discuss matters arising from the day-to-day administration of the City; Exhibits a willingness to set up and keep appointments and to respond to questions, calls or requests for information in a timely manner; Is timely with returning phone calls, memos and emails and makes himself available for meetings as needed; Demonstrates a willingness to

understand and probe problems presented to him and is flexible in problem solving; Responds in an evenhanded manner; Values the opinions of others and is open to criticism/feedback for improvement.

11. Competency: Accessibility & Responsiveness (External)

- Makes himself and/or other City staff available to elected officials, volunteers, residents, and other parties doing business with the City, to discuss matters either in person or via telephone conference; exhibits a willingness to set up and keep appointments and return calls; makes himself available to citizens, businesses and governmental groups and is customer-service oriented; responds to questions, calls or requests for information in a timely manner; Returns phone calls, memos and emails in a timely manner; demonstrates a willingness to understand and probe problems presented to him; Is flexible in problem solving and responds in an evenhanded manner; values the opinions of others and is open to criticism/feedback for improvement.

12. Competency: Oral Communication

- Is a competent public speaker and is able to effectively articulate an answer to a question to relay his point of view; answers are direct and concise and he exhibits diplomacy when dealing with others; represents the City of Whitewater in an appropriate and business-like manner and can effectively represent the policy views of the Common Council; demonstrates good listening skills and is able to persuade without diminishing the view of others.

13. Competency: Written Communication

- Written correspondence and reports are clear, concise, thorough, and timely; reports provide an appropriate amount of information and he keeps the Common Council, City staff, news media, and other stakeholders well informed.

14. Competency: Community Reputation

- Properly avoids politics and partisanship; demonstrates honest interest in the community and is regarded as a person of high integrity and ability; properly conveys the policies and programs of the City to community members and his credibility is viewed as an asset to the City.

15. Competency: Financial Management Skills

- Financial management practices are designed to maintain a sound, long-ranged, and responsible fiscal condition for the City; financial presentations and documents are clear.

16. Competency: Planning & Budgeting

- Develops the annual budget and strategic goals in a systematic and effective manner, involving the Common Council and the public throughout the process; delivers budget proposals that are reasonable and appropriate and demonstrates the ability to execute an annual budget effectively by controlling expenses within the levels established in the budget.

17. Strengths:

- If you were Cameron's leadership coach, what would you tell him are his most effective leadership qualities and behaviors?

18. Improvement Priority:

- If you were Cameron's leadership coach, what specific leadership qualities and behaviors would you encourage him to improve and develop?

ICMA EXAMPLE

PERFORMANCE CATEGORY SCORING

1. INDIVIDUAL CHARACTERISTICS

- _____ Diligent and thorough in the discharge of duties, "self-starter"
- _____ Exercises good judgment
- _____ Displays enthusiasm, cooperation, and will to adapt
- _____ Mental and physical stamina appropriate for the position
- _____ Exhibits composure, appearance and attitude appropriate for executive position

2. PROFESSIONAL SKILLS AND STATUS

- _____ Maintains knowledge of current developments affecting the practice of local government management
- _____ Demonstrates a capacity for innovation and creativity
- _____ Anticipates and analyzes problems to develop effective approaches for solving them
- _____ Willing to try new ideas proposed by governing body members and/or staff
- _____ Sets a professional example by handling affairs of the public office in a fair and impartial manner

3. RELATIONS WITH ELECTED MEMBERS OF THE GOVERNING BODY

- _____ Carries out directives of the body as a whole as opposed to those of any one member or minority group
- _____ Sets meeting agendas that reflect the guidance of the governing body and avoids unnecessary involvement in administrative actions
- _____ Disseminates complete and accurate information equally to all members in a timely manner
- _____ Assists by facilitating decision making without usurping authority
- _____ Responds well to requests, advice, and constructive criticism

4. POLICY EXECUTION

- _____ Implements governing body actions in accordance with the intent of council
- _____ Supports the actions of the governing body after a decision has been reached, both inside and outside the organization
- _____ Understands, supports, and enforces local government's laws, policies, and ordinances

_____Reviews ordinance and policy procedures periodically to suggest improvements to their effectiveness

_____Offers workable alternatives to the governing body for changes in law or policy when an existing policy or ordinance is no longer practical

5. REPORTING

_____Provides regular information and reports to the governing body concerning matters of importance to the local government, using the city charter as guide

_____Responds in a timely manner to requests from the governing body for special reports

_____Takes the initiative to provide information, advice, and recommendations to the governing body on matters that are non-routine and not administrative in nature

_____Reports produced by the manager are accurate, comprehensive, concise and written to their intended audience

_____Produces and handles reports in a way to convey the message that affairs of the organization are open to public scrutiny

6. CITIZEN RELATIONS

_____Responsive to requests from citizens

_____Demonstrates a dedication to service to the community and its citizens

_____Maintains a nonpartisan approach in dealing with the news media

_____Meets with and listens to members of the community to discuss their concerns and strives to understand their interests

_____Gives an appropriate effort to maintain citizen satisfaction with city services

7. STAFFING

_____Recruits and retains competent personnel for staff positions

_____Applies an appropriate level of supervision to improve any areas of substandard performance

_____Stays accurately informed and appropriately concerned about employee relations

_____Professionally manages the compensation and benefits plan

_____Promotes training and development opportunities for employees at all levels of the organization

8. SUPERVISION

- _____ Encourages heads of departments to make decisions within their jurisdictions with minimal city manager involvement, yet maintains general control of operations by providing the right amount of communication to the staff
- _____ Instills confidence and promotes initiative in subordinates through supportive rather than restrictive controls for their programs while still monitoring operations at the department level
- _____ Develops and maintains a friendly and informal relationship with the staff and work force in general, yet maintains the professional dignity of the city manager's office
- _____ Sustains or improves staff performance by evaluating the performance of staff members at least annually, setting goals and objectives for them, periodically assessing their progress, and providing appropriate feedback
- _____ Encourages teamwork, innovation, and effective problem-solving among the staff members

9. FISCAL MANAGEMENT

- _____ Prepares a balanced budget to provide services at a level directed by council
- _____ Makes the best possible use of available funds, conscious of the need to operate the local government efficiently and effectively
- _____ Prepares a budget and budgetary recommendations in an intelligent and accessible format
- _____ Ensures actions and decisions reflect an appropriate level of responsibility for financial planning and accountability
- _____ Appropriately monitors and manages fiscal activities of the organization

10. COMMUNITY

- _____ Shares responsibility for addressing the difficult issues facing the city
- _____ Avoids unnecessary controversy
- _____ Cooperates with neighboring communities and the county
- _____ Helps the council address future needs and develop adequate plans to address long term trends
- _____ Cooperates with other regional, state and federal government agencies



MANAGERIAL COMPETENCIES	Rating Levels				
1. LEADERSHIP	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA*	UNACCEPTABLE PERFORMANCE
<p>Inspires, motivates, and guides others toward strategic/ operational goals and corporate values. Coaches, mentors, and challenges staff and adapts leadership style to various situations. Consistently demonstrates decisiveness in day-to-day actions. Takes unpopular positions when necessary. Faces adversity head on. Rallies support and strives for consensus to accomplish tasks. Leads by personal example. Demonstrates concern for employees' welfare and safety, by continuously monitoring and eliminating potentially hazardous or unhealthy work situations. Holds people accountable for delivering and maintaining excellence. Acts in the best interest of the City.</p>	<p>Inspiring motivator and trainer, consistently builds winners.</p> <p>Superb organizer, great foresight, gets ahead of problems.</p> <p>Leadership achievements dramatically further organizational goals and objectives.</p> <p>Perseveres through the toughest challenges and inspires others.</p> <p>Exceptional communicator.</p> <p>Makes subordinates safety-conscious, maintains top safety record.</p> <p>Constantly improves the professional lives of others.</p> <p>Foresees and prevents liabilities before they become a reality.</p> <p>Steadfast in acting in the best interest of the City.</p>		<p>Effectively motivates, trains and develops subordinates.</p> <p>Solves problems as they occur and is also able to anticipate problems before they occur.</p> <p>Sets/achieves useful, realistic goals that support organizational goals and objectives.</p> <p>Performs well in stressful situations.</p> <p>Clearly communicates in a timely manner to subordinates and management.</p> <p>Ensures safety of personnel and equipment.</p> <p>Routinely considers subordinates' personal and professional welfare.</p> <p>Mitigates liabilities in a timely manner.</p> <p>Demonstrates the understanding and ability to act in the best interest of the organization.</p>		<p>Fails to motivate, train or develop subordinates.</p> <p>Fails to organize, creates problems for subordinates.</p> <p>Does not set or achieve goals relevant to organizational goals and objectives.</p> <p>Lacks ability to cope with or tolerate stress.</p> <p>Inadequate communicator.</p> <p>Tolerates hazards or unsafe practices.</p> <p>Does not attend to welfare of subordinates.</p> <p>Perpetuate liabilities or fails to mitigate risks and liabilities.</p> <p>Acts in the best interest of self.</p> <p style="text-align: right;">* Minimally acceptable</p>



MANAGERIAL COMPETENCIES	Rating Levels				
2. TEAMWORK	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Encourages a participative approach to work, fostering cooperation, pride, dialogue, and trust. Creates strong spirit and morale. Defines success in terms of the whole team and fosters teamwork. Works well with teams and others across the organization to achieve goals. Consistently places team priorities before personal priorities. Delegates as appropriate.</p>	<p>Widely recognized as a team builder, teacher, coach and inspires cooperation and progress.</p> <p>Talented mentor, focuses goals and techniques for team.</p> <p>The best at accepting and offering team direction.</p> <p>Peerless teacher, selflessly imparts expertise to others.</p> <p>Attitude toward people development is infectious, extending beyond the team.</p> <p>Creates an environment for continuous learning, pursuing development opportunities for subordinates with intent to increase individual and organizational effectiveness.</p>		<p>Reinforces others' efforts, meets personal commitments to team.</p> <p>Understands team goals, employs good teamwork techniques.</p> <p>Accepts and offers team direction.</p> <p>Effectively imparts skills to subordinates.</p> <p>Consistently challenges subordinates to exceed their perceived potential thereby enhancing team morale and effectiveness.</p> <p>Encourages people development.</p> <p>Fosters motivation and enhances morale.</p> <p>Encourages initiative and candor among subordinates.</p>		<p>Rarely reinforces others' efforts, meets personal commitments to team.</p> <p>Does not understand team goals, does not employ good teamwork techniques.</p> <p>Rarely accepts or offers team direction.</p> <p>Is ineffective in imparting skills to subordinates.</p> <p>Rarely challenges subordinates to exceed their perceived potential thereby rarely enhancing team morale and effectiveness.</p> <p>Rarely encourages people development.</p> <p>Rarely fosters motivation and enhances morale.</p> <p>Rarely encourages initiative and candor among subordinates.</p>



MANAGERIAL COMPETENCIES	Rating Levels				
3. ORAL AND WRITTEN COMMUNICATION	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Presents ideas and information both verbally and in writing in a clear, concise manner. Shares relevant information. Informs others on a timely basis. Consistently shows a great deal of understanding, courtesy, tact, empathy, and concern when communicating with others. Demonstrates very effective listening, and questioning skills.</p>	<p>Able to make considerable impact on mission accomplishment through the use of oral and written communications.</p> <p>Highly developed facility in verbal communication.</p> <p>Adept in composing written documents of the highest quality.</p> <p>Combines presence and verbal skills that engender confidence and achieve understanding irrespective of the setting, situation, or size of the group addressed.</p> <p>Consistently displays a strong sense of when and how to listen.</p>		<p>Skilled in receiving and conveying information.</p> <p>Communicates effectively in performance of duties.</p> <p>Clearly articulates thoughts and ideas, verbally and in writing.</p> <p>Communication in all forms is accurate, intelligible, concise, and timely.</p> <p>Communicates with clarity ensuring understanding of intent or purpose.</p> <p>Encourages and considers the contribution of others.</p> <p>Usually displays a sense of when and how to listen.</p>		<p>Does not demonstrate skill in receiving and conveying information.</p> <p>Does not effectively communicate in performance of duties.</p> <p>Does not listen to others.</p> <p>Does not demonstrate courtesy, tact, empathy and concern to others.</p> <p>Holds information from subordinates that could be used to the benefit of the employee/team.</p> <p>Does not demonstrate an understanding of when and how to listen.</p>
4. STRATEGIC FOCUS	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Has broad knowledge and perspective on the strategic issues facing the organization. Can relate strategic objectives and focus to operational activities. Operational activities result in successful achievement of strategic goals and objectives.</p>	<p>Strategic results far surpass expectations.</p> <p>Leads organizational change effectively</p> <p>Communicates the City's mission, core values, and strategic goals.</p> <p>Responds creatively to changing circumstances.</p>		<p>Consistently produces quality results while measurably improving assigned strategic areas of performance.</p> <p>Ability to link strategic goals and objectives to organizational goals and effectively relay that linkage to others.</p>		<p>Unable to relate strategic objectives to operational activities.</p> <p>Does not produce the metrics needed to support assigned objectives and strategies.</p> <p>Inability to clearly communicate how subordinates' work impacts the organization strategic goals and objectives.</p>



MANAGERIAL COMPETENCIES	Rating Levels				
5. CUSTOMER SERVICE	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Demonstrates a commitment to working with both internal and external customers. Identifies and resolves issues and concerns. Demonstrates commitment to providing high quality service. Continuously creates and assesses service delivery performance from the customers' point of view. Anticipates and meets or exceeds customer expectations.</p>	<p>Builds strong alliances with internal and external customers and stakeholders for making decisions, and gaining cooperation to achieve mutually satisfying solutions.</p> <p>Aggressively initiates customer resolution actions and manages risks to consistently support the customer.</p>		<p>Personal conduct with customers reflects a high standard of customer satisfaction.</p> <p>Actively seeks and fosters tools and support systems to improve ability to contribute toward satisfying the customer.</p> <p>Communicates to subordinates the importance of customer focus as a critical component of the City's mission.</p> <p>Demonstrates the ability to listen to customers, analyzes their feedback to identify their needs and expectations, and acts to continuously improve their perception of City government.</p> <p>Instills customer trust.</p> <p>Receives recurring positive customer feedback on team's performance.</p>		<p>Ineffective in understanding and resolving internal or external customers' problems.</p> <p>Unable to identify and resolve customer issues and concerns.</p> <p>Provides poor customer service.</p> <p>Unable to understand the customers' points of view.</p> <p>Does not understand customers' expectations.</p> <p>Does not instill an understanding to subordinates that service delivery performance is critical to the customer and the organization's mission.</p> <p>Chronic complaints about expectations are received from the customer.</p>



MANAGERIAL COMPETENCIES	Rating Levels				
6. PROFESSIONALISM	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Acts with integrity. Is trusted by others. Treats people fairly. Is seen as a direct and truthful individual and keeps confidences of others. Does not misrepresent him/herself for personal gain. Displays high standard of ethical conduct and understands how violating these standards would impact the organization, self, and others. Applies sound work ethic and standards. Fosters a work culture that promotes respect for others and discourages hurtful behavior. Takes responsibility for personal actions, takes/proposes timely and adequate corrective measures.</p>	<p>Consistently demonstrates honesty and integrity when dealing with others.</p> <p>Recognized expert in municipal issues.</p> <p>Exceptionally skilled in coaching and communicating positive behavior in the workforce and uses innovative ideas and concepts to relay proper behavior.</p> <p>Achieves professional development and is an example to subordinates.</p> <p>Admired for fairness and human respect.</p> <p>Leader and model contributor to office cohesiveness and morale.</p>		<p>Recognized by others as being honest, having integrity and is ethical.</p> <p>Demonstrates professional confidence and consistently focuses on the positive aspects of individuals' capabilities in the workforce.</p> <p>Competently performs both routine and new tasks with tact, finesse, sound judgment and ethics.</p> <p>Steadily improves professional skills.</p> <p>Maintains a work culture that encourages respect and dignity.</p> <p>Takes immediate action to address hurtful/harmful behavior.</p>		<p>Does not display honesty, integrity, and/or fairness</p> <p>Does not keep confidences and demonstrates hurtful behavior that can have a negative impact upon an individual's professional standing in the organization.</p> <p>Misstates official position at meeting(s).</p> <p>Provides misleading, inaccurate, or withholds information for personal gain.</p> <p>Does not apply basic professional skills.</p> <p>Fails to develop professionally.</p>



MANAGERIAL COMPETENCIES	Rating Levels				
7. FISCAL RESPONSIBILITY	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Demonstrates integrity, accountability and efficient stewardship of resources in a manner consistent with City policies. Demonstrates commitment to fiscal responsibility and management. Properly weighs competing interests for limited financial resources. Supports departments in achieving budgetary success and takes corrective action when necessary. Maintains open lines of communication surrounding issues or trends that may affect the City's future financial condition. Suggests creative solutions to the City's financial needs.</p>	<p>Is innovative and creative in developing a budget.</p> <p>Displays a solid understanding of departmental goals, the resources available, and the cost of providing services to develop a realistic budget.</p> <p>Continually communicates during budget development and mid-year monitoring to keep staff and Commission informed.</p> <p>Fiscal responsibility results in upgrade of bond rating or maintenance of highest rating.</p> <p>Consistently plans substantially ahead for upcoming issues/items that require financial outlay. The finance plan includes input from appropriate parties to arrive at the best possible solution.</p>		<p>Presents a balanced budget and stays within the budget by close of fiscal year.</p> <p>Displays understanding of departmental goals, the resources available, and the cost of providing services in the budget development</p> <p>Periodically communicates during budget development and monitoring.</p> <p>Holds department heads accountable for budget development, monitoring, and adjustments (either operational or budgetary)</p> <p>Fiscal responsibility results in maintenance of bond ratings.</p> <p>Plans ahead and communicates appropriately for upcoming issues that require financial outlay</p>		<p>Budgets have major issues – not balanced and expenditures exceed budgets.</p> <p>Budget development is haphazard and unorganized, developed without appropriate departmental input and goals.</p> <p>Does not communicate except at public forum for budget development and does not share financial monitoring information.</p> <p>Departmental budgets have issues at year-end because of lack of accountability.</p> <p>Bond ratings are downgraded due to poor fiscal responsibility.</p> <p>Known issues requiring financial outlay are not planned for appropriately, resulting in budget adjustments without appropriate communication.</p>



MANAGERIAL COMPETENCIES	Rating Levels				
8. RELATIONSHIP WITH CITY COMMISSION	FAR EXCEEDS EXPECTATIONS	EXCEEDS	MEET EXPECTATIONS	MA	UNACCEPTABLE PERFORMANCE
<p>Communicates openly and honestly with the City Commission in a timely manner. Supports City Commission decisions and is committed to the best execution of those decisions. Interacts equally and impartially with commissioners. Keeps City Commission abreast on what City Manager is working on. Assists by facilitating decision making without usurping authority. Keeps City Commission abreast on what's working in other municipalities and shares best practices with City Commission. Reports back from conferences. Is prepared for City Commission meetings.</p>	<p>Constantly seeks and provides to the Commission best practices.</p> <p>Conducts an annual retreat with Commission and City Manager.</p> <p>Consistently considers the opinion of the Commission, even on matters outside the Commission's authority.</p> <p>Intentionally seeks knowledge of current and innovative trends in the area of local government and incorporates that knowledge into program and initiative suggestions.</p> <p>Provides both information and feedback in a thorough manner and includes alternatives and recommendations.</p>		<p>Periodically provides ideas on best practices.</p> <p>Conducts retreats every other year as "new" Commission is elected.</p> <p>Carries out Commission directives.</p> <p>Effectively implements policies and programs approved by the Commission.</p> <p>Keeps the Commission informed in a timely manner of current plans, activities and issues.</p> <p>Is available for one on one discussions with individual commissioners.</p>		<p>Does not or rarely introduces best practices.</p> <p>Does not conduct retreats with Commission.</p> <p>Fails to follow or implement Commission directives and policies.</p> <p>Rarely keeps Commission informed.</p>



CITY OF BATTLE CREEK
