

Choose Whitewater for your business, residence and education

Submitted by Whitewater University
Technology Park

When one thinks of places to locate a business, a bustling city is often the image that comes to mind. With all of the resources available in a larger city, why should someone choose instead to locate a business in a town like Whitewater?

Why Whitewater?

Studies sponsored by Bizjournals have found that a large number of Americans prefer to live in what are referred to as "micropolitan" areas – small towns and cities on the fringe of larger cities. With a population of approximately 15,000 and being conveniently located just 50 miles from Madison and Milwaukee, and 80 miles from Chicago, Whitewater fits that description to a tee. Whitewater is also nearby several other population centers such as Janesville, Racine, Kenosha, and Rockford, Ill. US Highway 12 and State Highways 59 and 89 connect Whitewater to Interstates 43, 90, and 94, making it an ideal location for commuters.

This college town comes with several other business incentives that you simply can't find in a larger city, such as below-average costs of labor and utilities, one of the lowest tax rates of Wisconsin cities, and a Community Development Authority that is eager to help incoming businesses to thrive. Being home to the University of Wisconsin-Whitewater, there is a ready supply of an educated workforce.

"Our campus is entrepreneurial and collaborative by nature, and we leverage the talents of the university to support economic development," said University of Wisconsin-Whitewater Chancellor Beverly Kopper. "Our students bring new energy and technological expertise to the community, and our faculty and staff are leaders with many years of experience assisting entrepreneurs with growth opportunities, business plans, marketing and branding."

Of particular interest in the Whitewater business community is the Whitewater University Technology Park, a 130-acre site which includes 35 acres of

certified shovel-ready land. Building sites are ready for construction with all utilities and state-of-the-art Black Fiber technology infrastructure in place.

The mission of the Whitewater University Technology Park is to create and foster durable businesses and jobs through a close alignment of UW-Whitewater's research and educational competencies and the resources of the City of Whitewater. The Technology Park serves as a foundation for a diversified and robust regional economy through the attraction of new residents, utilization of UW-Whitewater faculty, staff and student expertise and the retention of alumni talent.

For a small business just starting out, the Technology Park also boasts the Whitewater University Innovation Center, a 38,000-square-foot business incubator that serves the University and the community. The Innovation Center is a mixed-use business incubator that offers office and laboratory space, business consultation, business education and workshops, and holds a biannual showcase of its client and student businesses. The LEED Gold Certified sustainable facility provides high-speed fiber optic internet, VOIP phone service, and 24/7 electronic access. The Innovation Center is a great place to start your next business venture beside other like-minded entrepreneurs in a creative and collaborative environment.

Adjacent to the Technology Park is the Whitewater Business Park. There are more than 20 businesses in the park, employing more than 2,300 people. Among the residents of the park are Generac Power Systems, Inc., Husco International, and Golden State Foods. The park is operated by Whitewater's Community Development Authority, which provides assistance such as site selection, securing necessary public infrastructure, planning, and getting access to loans for new and incoming businesses.

A Great Place to Live

Whitewater is not just a great place to start a business – it's a great place to live! The city is located in the rolling hills of the



The Whitewater University Innovation Center. (Submitted photo)

Kettle Moraine, and is on the edge of the Kettle Moraine State Forest. The area is filled with scenic trails that are perfect for hiking, biking, and jogging (not to mention cross country skiing in the winter). There are also many lakes of varying size in the area that provide ample opportunity for fishing, boating, and swimming.

Historic Downtown Whitewater is a growing retail environment filled with unique locally owned small businesses, which creates a one-of-a-kind experience for diners and shoppers. On Tuesday evenings from spring until fall you will find the very best the local farmer's market has to offer at Cravath Lakefront Park.

Whitewater is also considered one of the safest cities in Wisconsin to live with the Whitewater Police Department being one of only 21 state-accredited law enforcement agencies.

Excellent Education

The city's public school system is known for its excellence and Whitewater has been named one of the best communities for music education by the NAMM Foundation. Whitewater High School is the only high school in the region to have three National Merit Scholars and 13 National Merit Scholar finalists.

The University of Wisconsin-Whitewater is well known for its outstanding business program – more students are enrolled in the College of Business and Economics than in any other college at UW-Whitewater. Many students in this program have secured awards in national business competitions. The University is

also known for its accessibility for students with disabilities. In fact, the school has been listed among the top disability-friendly campuses in the nation, and has an extremely successful wheelchair basketball program.

If you are looking for a team to cheer for, UW-Whitewater has an exceptional athletic program, having taken home 15 national championship trophies since 2002 in football, gymnastics, volleyball, baseball, and basketball.

UW-Whitewater is not just a great place to learn – it's a great place to work! The university was named a top workplace in southeastern Wisconsin six years in a row, and employs more people than any other entity in the city.

"Our faculty and staff work hard to create wonderful learning spaces for our students and each other," Chancellor Beverly Kopper said. "This honor is for all they do! It especially speaks to the environment employees have created for each other, one that is supportive and productive, where people can feel good about the work they do every day. And what critical work it is because we change lives. It's wonderful to know people feel good about working at UW-Whitewater."

So why should your business choose to locate in Whitewater? With its small town atmosphere and close proximity to population centers like Madison, Milwaukee, and Chicago, as well as a ready access to an educated workforce, Whitewater is an ideal location.



WHITewater UNIVERSITY TECHNOLOGY PARK

In close proximity to Chicago, Madison, and Milwaukee, Whitewater provides financial advantages, university relationships, and an exceptional quality of life. As a collaborative endeavor between the City of Whitewater, the University of Wisconsin-Whitewater, and the Whitewater Community Development Authority, the Whitewater University Technology Park (WUTP) presents a unique opportunity to build in a community rich in the re-sources that sustain growth. Its business incubator, the WUTP Innovation Center, has lab and co-working space available and in-house mentoring to support development.

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