

Discover Whitewater

2023



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- Primary care

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During the COVID-19 pandemic, SSM Health ministries implemented enhanced safety measures, which are evaluated periodically based on COVID-19 transmission numbers. To ensure your protection and that of others, we continue to require face masks upon entry along with ministry-specific screening processes.



WE CAN'T WAIT TO SEE YOU IN THE UNIVERSITY CENTER

SERVICES



LOOKING FOR THE PERFECT ROOM RENTAL FOR YOUR EVENT?*

• UC Reservations can find the perfect space for you to fit your needs.



ENTERTAINMENT



EXPLORE AND EXPERIENCE ART

• Roberta's Art Gallery features free monthly exhibits and Meet the Artist events from local and international artists.

SEE A MOVIE OR ENJOY A SHOW*

• Weekly movies in Summers Auditorium and UC Live events throughout the academic year.



GO BOWLING OR BOOK A PARTY*

• Bowling, billiards, video games, and more available in Warhawk Alley.
• Looking for a great place to book a birthday party? Look no further! Pizza party packages available.

DINING



ENJOY A WIDE VARIETY OF DINING OPTIONS

• Ike Schaffer Commons
• Einstein Bros. Bagels
• Willie's
• h'EAT & Fire





Advertising index

At Discover Whitewater we know that what makes Whitewater unique and special is the people who comprise this community. Whether you visit us for an hour, a semester, a career or a lifetime we can't wait to welcome you home. Our organizations work closely together to promote, celebrate, and support the entire community of Whitewater.

**Whitewater Chamber of Commerce
Whitewater Tourism Council
Downtown Whitewater Inc.
Whitewater Community Foundation**

Discover Whitewater Offices

150 W. Main St. • Whitewater, Wisconsin
(262) 473-4005 • (866) 499-8687
www.WhitewaterChamber.com

The Whitewater Area Chamber of Commerce would like to thank the generous individuals and groups that contributed to this year's chamber guide. Their contributions are invaluable to highlighting our community. Special thanks to Katy Daixon Photography for outstanding imagery of our hometown.

Whitewater CHAMBER OF COMMERCE

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 Whitewater, WI 53190
 (262) 473-3666

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 2546 E. Main Street
 East Troy, WI 53120
 (262) 642-2530

MAIN OFFICE
 207 W. Main Street
 Whitewater, WI 53190
 (262) 473-2112

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All DWS proceeds are evenly distributed to our five local charity partners: Bethel House of Whitewater Inc., Whitewater Unified School District for Academic Excellence, J-Hawk Aquatic Club, Whitewater LEADS, and Working for Whitewater's Wellness

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Whitewater Fast Facts

AVERAGES

Daily Temps:

FALL 60°

WINTER 30°

SPRING 55°

SUMMER 70°



**966
MILES
TO
EXPLORE!**



Annual Rainfall:

35"

- 
- 22 PARKS
 - 12 HISTORIC PLACES ON THE NATIONAL REGISTRY
 - 9 PIZZA JOINTS
 - 4 LAKES
 - 4 ART GALLERIES
 - 3 THEATERS
 - 2 CREEKS
 - 2 MICRO-BREWERIES
 - 1 OUTDOOR AMPHITHEATER

6 BELOVED EVENTS

- 
- Freeze Fest
 - 4th of July Festival
 - Discover Whitewater Series
 - Storytelling Festival
 - Spirit Tour
 - Shop Small Holiday Market

DISTANCE TO:

Milwaukee:

53mi

Madison:

52mi

Lake Geneva:

28mi

HOME OF THE UNIVERSITY OF
WISCONSIN-WHITEWATER



Chamber of Commerce: www.whitewaterchamber.com
Tourism: www.discoverwhitewater.org

EST.

Whitewater's History

1836

Whitewater, WI
A community rich in history

Occupied by the Potawatomi prior to the 1830's, Whitewater was once referred to as "Minneiska," meaning "water white" named for the white sands of the Whitewater River (now called Whitewater Creek). It was a land rich in resources and potential.

In 1836, Alvin Foster first settled the area. He made his stake on the land by marking his name on a Burr Oak, which still stands to this day. At that time, that was all one needed to make a legal claim on a piece of land.

TIMELINE

- Thru 1830s - Occupied by Potawatomi
- 1836** - Alvin Foster settled the area
- 1837** - Samuel Prince built 1st log cabin
- 1840** - Whitewater, Main, & Center Streets laid
- 1852** - 1st railroad tracks laid
- 1855** - Pop. 2,224
- 1866** - Whitewater Normal School established

In 1837, Samuel Prince built the first log cabin. After a six-day trip on foot, 20 settlers arrived from Milwaukee. A gristmill, sawmill, paper mill, and many stores soon followed. By 1840, three streets were laid out: Whitewater, Main, and Center.

In 1852, the first railway to cross Wisconsin laid its tracks, spurring industrial growth. In 1866, the Wisconsin Board of Normal School Regents awarded a normal school to Whitewater, whose citizens raised \$25,000 to secure the bid over 16 other proposals from across the state.

By 1888, the largest employer, Esterly Reaper Works, employed 525 people. They built homes close to the factory, but in 1892, Esterly Reaper Works moved to Minnesota, marking the end of Whitewater's first industrial era.

During the World Wars and Great Depression, small trade and light industries drove Whitewater's economy. Agricultural products, including eggs, farm produce, cheese, dairy products, livestock, and small game made up 66 percent of Whitewater's trade.

Meanwhile, the Normal School (which later evolved into the University of Wisconsin-Whitewater) continued training teachers. The school made several changes through the years, including diversifying its studies. The University continues to be one of the main economic drivers for Whitewater today.



TIMELINE CONT.

- 1888** - Pop. 3,621
- 1892** - End of Whitewater's industrial era
- 1900-1951** - Agricultural trade, Normal school teacher training
- 1951** - Normal School becomes Wisconsin State College-Whitewater
- 1971** - State College becomes University of WI-Whitewater
- 2020** - Pop. 14,889





DISCOVER *Whitewater's Outdoors*

ADVENTURE WITH US!



Walk, Run, Hike

From leisurely walks to working up a sweat, our **Ice Age Trail Community** offers trails from relaxed to challenging. Choose what matches your energy and hit the trails!



Boat, Swim, Fish

With four lakes and two creeks, Whitewater provides endless fun activities to enjoy our pristine waters. Rent a boat at The Boat House Marina for an afternoon on Rice Lake, throw a line into Whitewater Creek, or swim at Whitewater Lake Public Beach!



Bike

Discover your cycling adventure on challenging trails or paved roads through Whitewater's countryside. The John Muir and Emma Carlin trail systems offer loops for all skill levels.



Golf

With two golf courses in Whitewater and 22 within 20mi, you're centrally located for a golf-filled weekend. Try **Willow Brook Golf Course** just outside town!



Camp

Whether staying one night after a hike or a full weekend with family, Whitewater offers camping for those who like to rough it to those who need a cabin. Family-friendly **Scenic Ridge Campground** offers tent & RV sites, as well as cabins. Whitewater Lake Campground offers tent sites tucked into the trees of the Kettle Moraine State Forest.

*"Memories
are Made at the Lake"*



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Whitewater CDA

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262.473.0148

406555



DISCOVER *Whitewater's Arts*

GET CREATIVE WITH US!



Galleries

Whitewater is home to 4 art galleries: **Studio 84** & **Cultural Arts Center** downtown and **Crossman Gallery** & **Roberta's Art Gallery** on UW-Whitewater's campus. Exhibits often feature local & regional artists, student work, and sponsored exhibits.



Theaters

From movies on the big screen to live performances on stage, you'll find entertainment in Whitewater. Enjoy a movie at hometown favorite, **Whitewater Cinemas**, a Broadway performance in state-of-the-art venue **Young Auditorium**, or a UW-W one act play at **Barnett Theater**.



Studios

Whether painting at non-profit art studio, **Studio 84**, which focuses on the creative and vocational development of people with disabilities, or fusing a glass lantern at **The Vinery Glass Studio**, you'll enjoy a hands on art experience in Whitewater.



Music

With small acts at **Whiney's Wine & Beer Haus**, *Savory Sounds Summer Concert Series*, or Tuesday's Whitewater City Market to larger performances at **Young Auditorium** or **Cravath Lakefront Amphitheater's Concerts in the Park**, there's no shortage of live music in Whitewater. You can also enjoy student and staff performances all year long at **Light Recital Hall** on **UW-Whitewater's** campus!

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841 Brewhouse

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(262) 473-8000 - A favorite brew pub
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alike. With craft house brews and
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BINGGS

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WHITEWATER (262) 203-9830

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diner. Enjoy a Bad Ass burger or
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premium scoop of Mullen's ice cream.

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755 E MILWAUKEE ST. WHITEWATER
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COZUMEL MEXICAN RESTAURANT

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(262) 472-0131

Culver's

1414 W MAIN ST. WHITEWATER
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DUCK INN

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FANATICO

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(262) 472-0747

FAT JACKS BAR & GRILL

146 W MAIN ST. WHITEWATER
(262) 472-9360

GRUNZOLIO PIZZA

108 S FREMONT ST. WHITEWATER
(262) 771-5407

GUS'S PIZZA PALACE

139 W MAIN ST. WHITEWATER
(262) 473-3562

Jersey Mike's Subs

1116 W MAIN ST. WHITEWATER, WI
(262) 472-9000 - New Jersey-based
sandwich chain serving jumbo subs
filled with cold cuts & toppings.

Jessica's Family Restaurant

140 W MAIN ST. WHITEWATER, WI
(262) 473-9890 - Old-fashioned eatery for
classic American diner fare & breakfast in
a family-friendly environment.

La Piazza Pizzeria

162 W MAIN ST SUITE H. WHITEWATER
(262) 458-2727 - New York style pizza
by the slice or a whole pie. Also serves
garlic knots. Open late.

LA ESTRELLA

1170 W MAIN ST WHITEWATER
(262) 458-2303

ReVamp Nutrition

133 W. CENTER ST. WHITEWATER
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energizing teas, protein coffee, &
good vibes! Go kick it with them!

REAL MACCOYS

N1431 COUNTY RD N WHITEWATER
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Dine & Sip

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(262) 473-9879

ROCKY ROCOCO PIZZA

1210 W. MAIN ST. WHITEWATER
(262) 473-2105

Rosa's Pizza

180 W MAIN ST. WHITEWATER
(262) 472-9857 - Located in the heart of downtown. Features pan, stuffed & double-decker pizzas, sandwiches, calzones & ice cream. Enjoy arcade games and ping pong table, too!

SECOND SALEM BREWING CO.

111 W WHITEWATER ST. WHITEWATER
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Staller Estate Winery

W8896 COUNTY HWY A, DELAVAN
(608) 883-2100 - Provides a relaxing & educational experience featuring wines made from grapes grown in vineyards of Whitewater's countryside.

Steve O's

156 W WHITEWATER ST. WHITEWATER
(262) 458-2550 - Friendly, welcoming bar & grill with pool, kind service, & views of beautiful Cravath Lake Park.

TACO FRESCO

175 W MAIN ST. WHITEWATER
(262) 473-1287

TAQUERIA LA PREFERIDA

132 W MAIN ST. WHITEWATER
(262) 473-6558

Tealux Cafe

129 WEST CENTER ST. WHITEWATER
(262) 458-2243 - High quality, bubble tea shop. Offers Boba, Fruit, or Milk Teas, Smoothies, & Vietnamese coffee.

The Bakehouse

1185 W. MAIN ST. WHITEWATER
(262) 473-5080 - Coffee shop and bakery featuring a variety of pastries, a small breakfast menu, and a drive-thru.

The Sweet Spot Cafe

226 W. WHITEWATER ST. WHITEWATER
(262) 473-5080 - Coffee shop featuring pastries, a breakfast & lunch menu, a large seating area, & outdoor seating overlooking Cravath Lakefront Park.

TIENDA MEXICANA SAN JOSE

148 W MAIN ST. WHITEWATER
(262) 473-7577

TOKYO JAPANESE CUISINE

161 W MAIN ST. WHITEWATER
(262) 473-3000

TOPPERS PIZZA

325 WEST CENTER ST. WHITEWATER
262-473-4343

Turtle Lake Tap & Grill

N6513 ANDERSON DR. DELAVAN
(262) 458-0342 - Located on 2 acres of scenic lakeshore, the restaurant & bar are at the center, and the sunsets will make your jaw drop.

Whiney's

N8660 CLOVER VALLEY RD
WHITEWATER
(262) 473-4574 - Enjoy wood-fired pizza, live music, and drinks in this family-friendly traditional pub setting. Gather in the outdoor pavilion for views of the countryside.

Whitewater Nutrition

880 S. JANESVILLE ST. WHITEWATER
(920)988-4259 - Your healthy hangout. Offering shakes, energy teas, and pre/post workout coffee and more!



Whitewater Farmers Market offers local produce, baked goods, honey, crafts, plants, preserves, flowers, & more.

Historic Train Depot
Parking Lot
Saturdays 8a-12p
1st Saturday of May -
Last Saturday of October

Market happens whether
rain or shine

Whitewater City Market
brings together farmers,
artisans, food vendors,
musicians, & the community.

Outdoor Season
Historic Train Depot
Tuesdays 4p-7p
May-October

Indoor Season
Irvin L Young Memorial Library
Saturdays 10a-12p
Nov-April



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Scenic Ridge Campground

SCENICRIDGECAMPGROUND.COM

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Super 8 Motel

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Victoria on Main

Bed & Breakfast

VICTORIAONMAINBB.COM

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WHITEWATER LAKE

CAMPGROUND

N8095 HI LO RD, WHITEWATER
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Public Art Project



The Whitewater Arts Alliance promotes the visual and performing arts through an alliance of artists, individuals, educational resources, and organizations to promote creativity and diversity in the community.



Photos by Roni Telfer

The Public Art Project is one shining example of the Alliance partnering with local artists and art enthusiasts to create pieces based on a yearly theme. In the past, professional and amateur artists, public school students, community



members, and local businesses have created pieces. They're displayed on the lampposts throughout downtown, offering optimal visibility by the public. Past projects featured bikes, lanterns, cubes, as well as



wooden book pages to honor the written word. The Whitewater Arts Alliance has offered the Public Art Project for 19 years. Most years, they auction off the pieces as a fundraiser for programming at The Cultural Arts Center.



To learn more, visit:

www.whitewaterarts.org/exhibits-workshops

It's a summer tradition worth checking out. This year's theme is Barn Quilts. While downtown, enjoy our local shops and eateries!





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Year at a Glance

YEAR ROUND

Ice Age Trail Weekly Hikes

Tuesdays - 3:45p
Wednesdays - 10:15a

Whitewater City Market

Outdoors May-Oct
Tuesdays - 4-7p
Indoors Nov-April
Saturdays - 10a-12p

FEBRUARY

Lion's Club Fisheree



MARCH

Annual Whitewater Collects Appraisal Fair

Freeze Fest & Polar Plunge

APRIL

Ice Age Trail Spring Wildflower Hike

Easter Activities

Earth Month events by
UW-W Sustainability

MAY

UW-Whitewater Spring Graduation

City Wide Rummage Sale
Saturday Farmer's Market

JUNE

Special Olympics

Cars & Coffee

WI Free Fishing Weekend
Savory Sounds Concert
Saturday Farmer's Market

JULY

Fourth of July Festival

Concerts in the Park

Saturday Farmer's Market
Savory Sounds Concert

AUGUST

Cars & Coffee

Saturday Farmer's Market
Concerts in the Park

SEPTEMBER

Discover Whitewater Run

Storytelling Festival

Kiwanis Pancake B-fast
Saturday Farmer's Market
Concerts in the Park

OCTOBER

Spirit Tour

Ghouls Night Out

UW-W Homecoming

Cars & Coffee

Saturday Farmer's Market

NOVEMBER



**Shop Small
Holiday Market**

DECEMBER


Parade of Lights
& Holiday Celebration

Windows of Whitewater


UW-Whitewater
Winter Graduation

■ These events hosted by Whitewater Area Chamber of Commerce
For more details on these events, visit: business.whitewaterchamber.com/events


The Best Summer Day



Breakfast - Jessica's Family Restaurant
Indulge in a classic diner breakfast and bottomless coffee in this warm, family-friendly eatery.




Explore - Flowing Well:
Drink the best water you've ever tasted and relax in the countryside. Take a nap in the shade or wade in the creek!



Lunch - Picnic at Dr. OR Rice Peninsula:
Grab Sweet Spot sandwiches to-go and lounge in the shade of the oak trees. Enjoy views of Rice Lake and Kettle Moraine State Forest wildlife.



Adventure - Rent Kayaks at The Boathouse Marina:
Venture out on Whitewater or Rice lakes for an hour and then head to Whitewater Lake Public Beach for a swim!



Dinner - 841 Brewhouse:
Fun starters for the kids and craft brews for the adults. Win win.



Adventure - Camp at Whitewater Lake Campground:
Book a night under the stars and tell ghost stories by the fire while roasting s'mores.

For a full weekend itinerary, visit:
www.discoverwhitewater.org/the-best-summer-weekend

Hiking Guide

TO WHITEWATER'S ICE AGE TRAIL SEGMENTS

As an Ice Age Trail (IAT) community snuggled up next to the Kettle Moraine State Forest, Whitewater provides gorgeous trails ranging from easy to challenging and plenty of hot spots to rest, refuel, and grab any gear you might need. From backpacking tips to trail info, we have you covered for a hiking trip around Whitewater.

Ice Age Trail Segments

Blue Spring Lake: This moderate 7.1mi point-to-point segment features rolling hills and a panoramic view from the top of Bald Bluff Overlook.

- **Backpacking Tip:** Collect water from small ponds & springs. Reserve a site at Horseriders' Campground.

Blackhawk: This 7mi point-to-point segment highlights scenic Lake La Grange and the historic Oleson Cabin.

- **Backpacking Tip:** Collect water from Lake La Grange. Reserve a site at Shelter #3. Beware, it's a steep climb.

Whitewater Lake: This challenging 4.6mi point-to-point segment features wooded moraines, kettles, rocky hills, and outstanding views of Rice and Whitewater lakes.

- **Backpacking Tip:** Reserve a site at Whitewater Lake Campground (trailside), Hickory Woods Group Camp, or Scenic Ridge Camp-ground (accessible by road).



Clover Valley: This easy 1.6mi segment crosses the Clover Valley State Wildlife Area and features wet meadow habitat and Spring Brook. As a result, you'll experience the magic of walking across numerous bridges and boardwalks built to protect the fragile environment.

- **Backpacking Tip:** Collect water from the brook. Stay a night under the stars at the dispersed camp area. 1st come, 1st serve "site". Leave no trace.

Gear Up

Dale's Bootery: This beloved "sit and fit shoe store" is a must visit if you're looking for new hiking boots shoes, socks, or even shoelaces!

BicycleWise & Sports Fitness:

Big fans of outdoor rec, the Sotherlands offer quality gear. Check out their Superfeet footbeds, hiking poles, water bottles, and socks.

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For more hiking info, visit:

- www.discoverwhitewater.org/hikers-guide-to-whitewater-wi
- www.discoverwhitewater.org/blog/the-backpackers-guide-to-the-whitewater-wi-trail-galaxy



In the fall, take on the #MammothHikeChallenge to discover new trails, Ice Age Trail Communities, & what you're capable of. Tackle solo or with a group of friends and earn a patch to show off proudly. Visit www.iceage-trail.org for more information.





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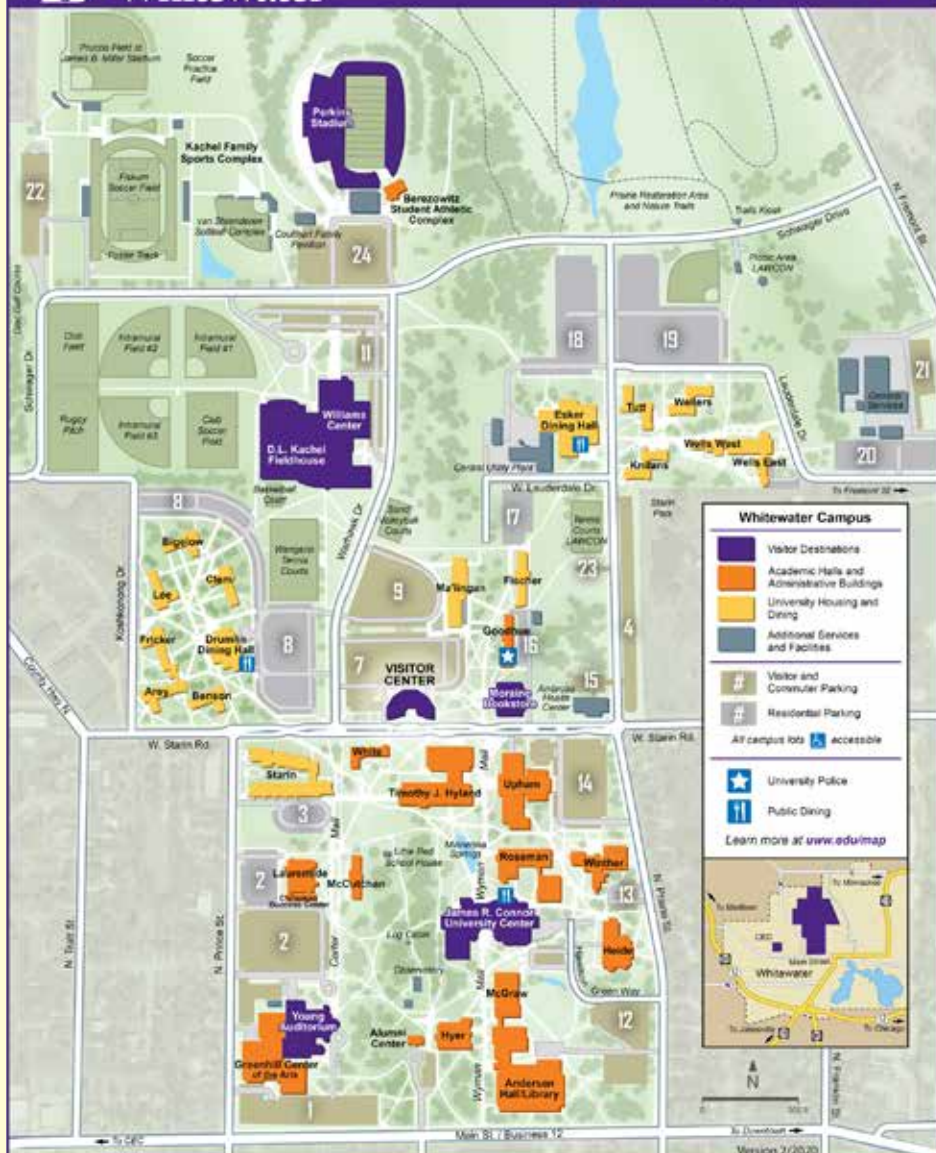
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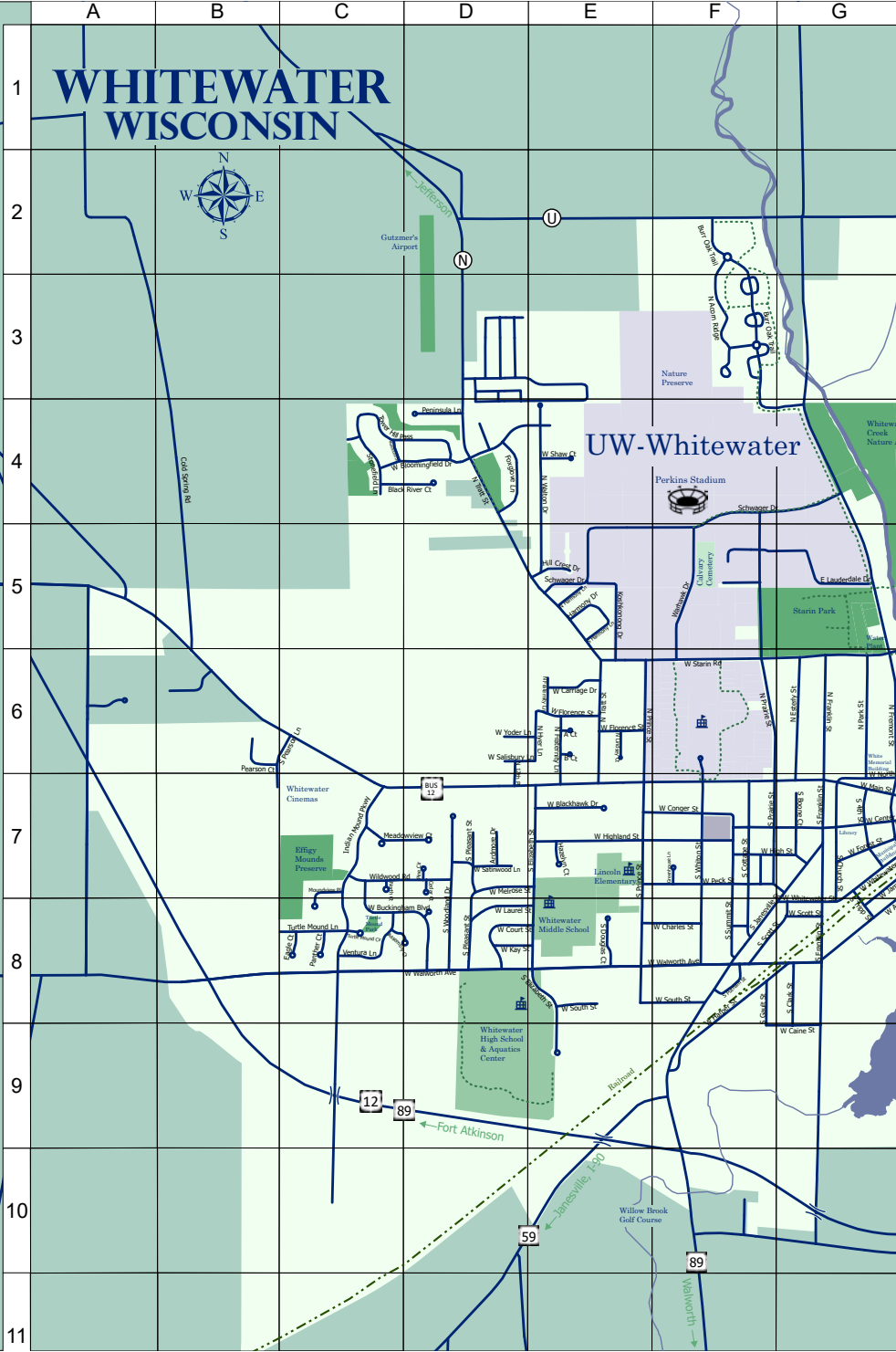
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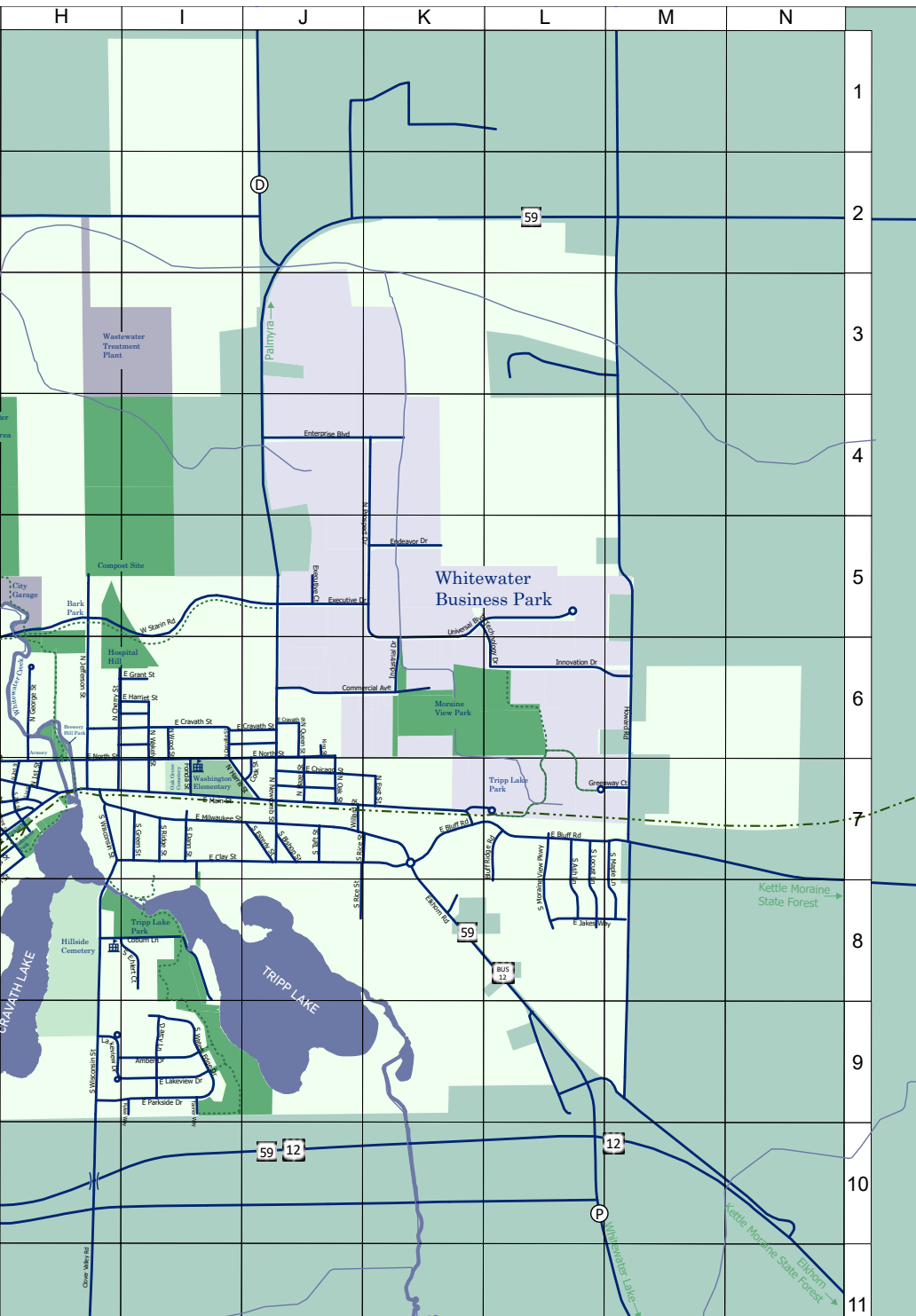
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Learn more at www.uwu.edu/map

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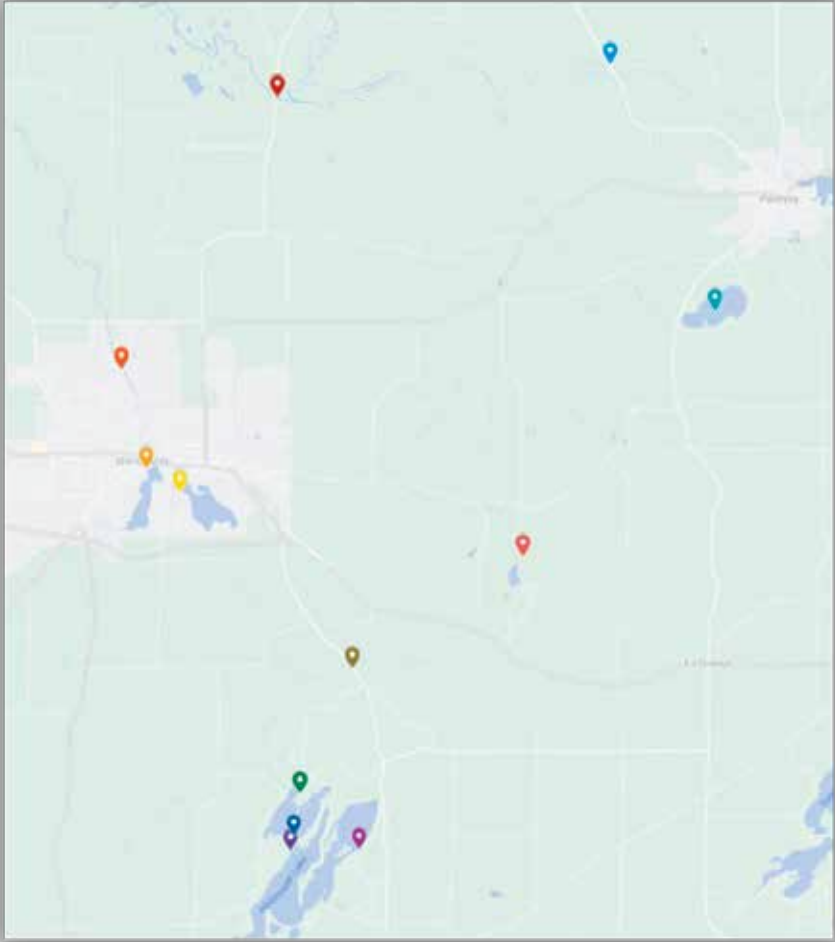
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Kayak Drop Spots

in the Whitewater Area

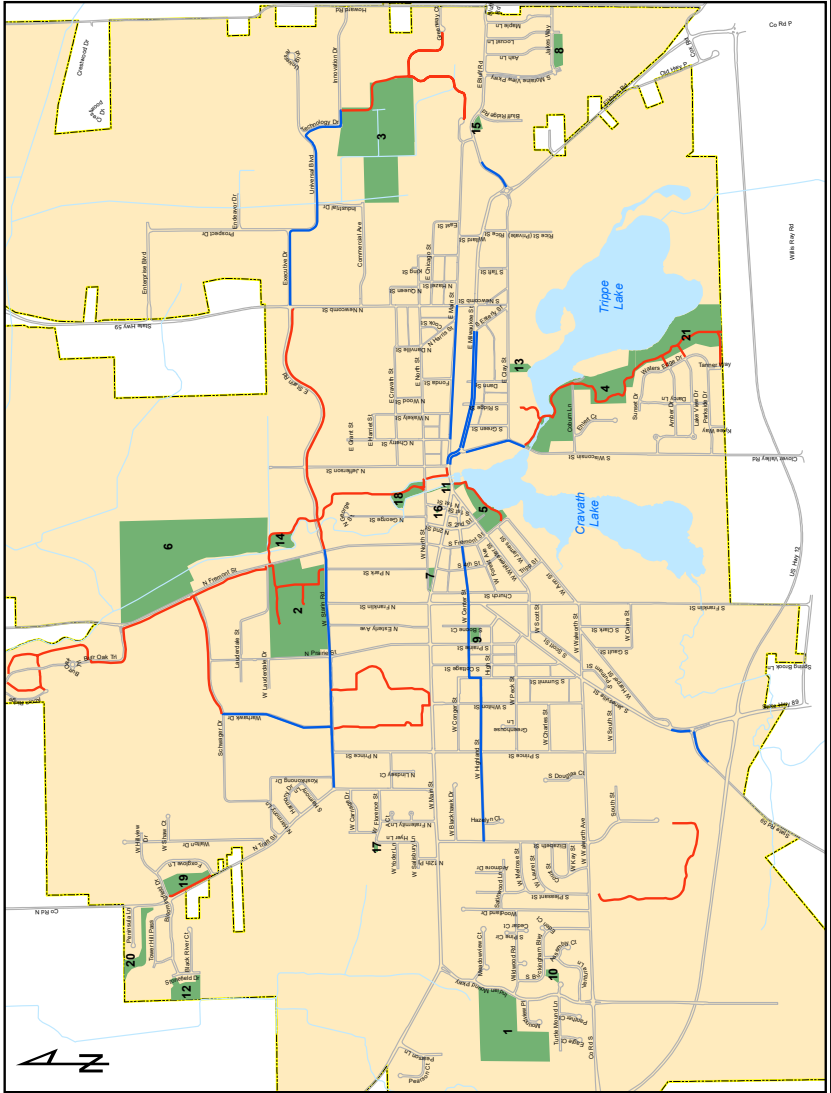


- Prince's Point Wildlife Area
- Whitewater Creek Nature Area
- Cravath Lakefront Park
- Trippe Lake Park
- Big Spring Dr. & Connelly Rd
- Bluff Creek State Natural Area
- Rice Lake Boat Launch
- Dr O.R. Memorial Picnic Area
- The Boat House Marina
- Whitewater Lake Boat Launch
- Blue Spring Lake
- Scuppernong Launch off 106

For full interactive map, visit: www.discoverwhitewater.org/tourism-info/maps

PARKS, PRESERVES & PATHS

LOCATIONS AND DESCRIPTIONS



- Off-street Path
- On-street Path
- City Parks

1. EFFIGY MOUNDS PRESERVE - Archeological Park
2. STARIN PARK - Community Park
3. MORANE VIEW PARK - Community Park
4. TRIPPE LAKE PARK - Community Park
5. CRAVATH LAKEFRONT PARK - Community Park
6. WHITWATER CREEK NATURE AREA - Community Park
7. FLAT IRON - Mini Park
8. EAST GATE PARK - Mini Park
9. BIG BRICK PARK - Mini Park
10. OPTIMIST TURTLE MOUND PARK - Mini Park
11. MILL RACE PARK - Mini Park
12. WALTON OAKS PARK - Mini Park
13. CLAY ST. NATURE AREA - Mini Park
14. RAY TROST PRESERVE - Mini Park
15. TRAILHEAD - Mini Park
16. MAIN STREET SHOPPES COURTYARD - Mini Park
17. WARD PARK - Mini Park
18. BREWERY HILL PARK - Neighborhood Park
19. MEADOWSWEET PARK - Neighborhood Park
20. SKYWAY PARK - Neighborhood Park
21. MINNEISKA PARK - Neighborhood Park

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DISCOVER *Whitewater's Lifelong Learning*

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Irvin L Young Memorial Library

431 W Center St. • www.whitewaterlibrary.org

The Irvin L Young Memorial Library provides many resources for the community and a space that is inclusive, respectful, and welcoming to all. The library supports fun and imagination by offering opportunities for enrichment and entertainment while also ensuring access to tools, programming, equipment, and space that supports the educational needs of the community.



UW Whitewater Continuing Education

800 W Main St. • www.uww.edu/ce

UW-Whitewater Continuing Education has exceptional programs for everyone in their lifelong learning journey. They offer affordable classes and workshops for skills development, camps, and summer programs for youth, and engaging life enrichment programs for all ages.



Seniors in the Park

504 W Starin Rd. • www.whitewater-wi.gov/273/Seniors-In-the-Park

Seniors in the Park is a lively and dynamic program in Whitewater that seeks to promote and enhance a vital aging community. Their mission is to revitalize lives by providing programs that challenge residents' minds, rejuvenate their physical being, create new connections, and inspire joy.



Whitewater Parks & Rec

312 Whitewater St. • whitewater.recdesk.com

The Whitewater Parks and Recreation Department offers year-round learning and engagement opportunities for the community. They oversee the educational and fitness programming offered through the Aquatic Center, Seniors in the Park, as well as a wide variety of programs that support the youth in our community.



Whitewater Unified School District

419 S. Elizabeth St. • www.wwusd.org

The Whitewater Unified School District is home to three elementary schools, one middle school, and one high school campus. The district pledges to inspire and empower students to achieve excellence in a safe, innovative educational environment. The district boasts 16 Kohl Teacher Fellowship recipients and robust curriculum that embraces a full array of options for students.

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DISCOVER *Whitewater's Community Resources*



The Community Space

834 E Milwaukee St. • www.facebook.com/WhitewaterCommunitySpace
The Community Space, or TCS, is a community supported reuse and sharing center where people can donate or pick-up gently used clothing, furniture, housewares, and other items for free. It also offers a full food pantry open during regular business hours and a Little Free Pantry open 24/7. All are welcome regardless of the city you live in.



UW Community Engagement Center

1260 W Maine St. • www.uww.edu/adminaffairs/community-engagement-center
The Community Engagement Center is a collaborative space designed to bring UW-Whitewater personnel, local organizations, and businesses together for mutually beneficial endeavors. It provides a valuable resource for conferences, community events, and public instruction. It also serves as a gallery for displaying local art.



The Bethel House

133 S Franklin St. • www.bethelhouseinc.org
The Bethel House is an ecumenical project helping families facing homelessness in Whitewater. They provide transitional housing, case management, resources, and financial management workshops to families in need.



Whitewater Community Foundation

150 W Main St. • www.whitewatercommunityfoundation.org
The Whitewater Community Foundation is an organization that serves to enhance the quality of life in the Whitewater area through educational, charitable, or benevolent expenditures. The organization supports local scholarship programs and a community grant program that helps local groups and organizations build programming to support the needs of Whitewater residents.



Whitewater Food Pantry

146 W North St. • www.facebook.com/WhitewaterFoodPantry
The Whitewater Food Pantry is a local food collection service to support those in need. They are open Wednesday and Thursday mornings from 8:30a-noon. It is only for people in need who live in the Whitewater School District.

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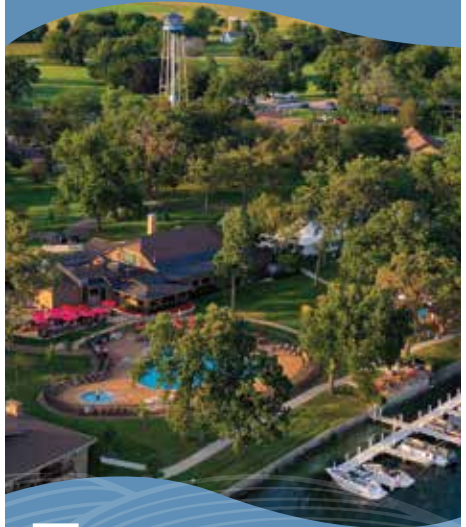
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