



City of Racine, Wisconsin Agenda Briefing Memorandum

AGENDA DATE:

December 2, 2025 – Common Council - Committee Assignment

Week of December 8, 2025 – Committee consideration

December 16, 2025 – Common Council consideration

PREPARED BY: Walter Williams MBA, EDFP, Director City Development

REVIEWED BY: Jeff Hintz, CNU-A, Assistant Director of City Development

SUBJECT: Communication sponsored by Mayor Mason, on behalf of the Director and Deputy Director of the Community Development Authority (CDA) seeking to enter a contract with MakeMY Move.

BACKGROUND & ANALYSIS: MakeMyMove

MakeMyMove is an economic development platform that helps communities grow by recruiting talented people and their families to relocate. Their tools and team make it easy for a community to grow its workforce & economy, one household at a time.

The city will receive the following:

1. Premium Microsite on MakeMY Move.com
2. Promotion
3. Access to Quick Apply
4. Access to MakeMY Move's ROI Dashboard
5. Marketing & Communications
6. Program Support
7. Fulfillment
8. Economic Modeling

There is a one-time setup which includes:

1. Content Development
2. System Configuration
3. Onboarding and Training
4. Program Development

The proposed contact is a 12-month talent attraction program with the shared goal of moving 10 Qualified Households to live and work in Racine. In consideration of the provision of the product and services, the City of Racine will pay MakeMyMove \$49,900. The City of Racine will provide centralized oversight of program funding and applicant engagement.

Candidate Qualification Criteria

	Remote Worker	Job Seeker
Description	Household for which the primary worker is fully remote, makes the minimum income, and is able to	Household for which the primary worker accepts a job with a local employer making the minimum

	continue working for the minimum duration	income and works for the minimum duration
Minimum Income	\$50,000	\$50,000
Move from Boundary	Outside of Racine County	Outside of Racine County
Move-to Boundary	City of Racine Wisconsin	City of Racine Wisconsin
Required Duration	1 Year	1 Year
STAFF RECOMMENDED ACTION: That the City of Racine Common Council authorizes the City Development Director or designee to enter a contract with MakeMyMove.		
FISCAL NOTE & BUDGETARY IMPACT: Funds will be coming out of City Development's Professional Services Account #52100 budget.		