

**ECONOMIC DEVELOPMENT PLAN 4.0**  
**DRAFT – 7/30/2008**

**CHALLENGE ONE:**

**TO CULTIVATE AN ENTREPRENEURIAL CULTURE IN RACINE COUNTY**

**LEAD PARTNER: UW-Parkside Small Business Development Center**

**STRATEGIES:**

**A. Ensure a comprehensive system of entrepreneurial services for both value-added and neighborhood businesses.**

**Lead Partner:** UW-Parkside Small Business Development Center

**Support Partners:** Community Economic Development Corporation, Racine County Economic Development Corporation, Racine County Workforce Development Center, Gateway Technical College, Carthage College, UW-Parkside School of Business & Technology, Center for Advanced Technology & Innovation, Inc., Racine Area Manufacturers and Commerce, Downtown Racine Corporation, Wisconsin Women's Business Initiative Corporation, African American Business & Professionals Association, Hispanic Business Alliance, Hispanic Business & Professionals Association, and the State offices of the UW-Extension

**B. Work to create an entrepreneurial spirit among students and youth in Racine County.**

**Lead Partner:** UW-Parkside Small Business Development Center

**Support Partners:** Community Economic Development Corporation, Racine County Workforce Development Center, UW-Parkside, Gateway Technical College, Center for Advanced Technology and Innovation, Inc., Carthage College and all Racine County school districts

**C. Ensure that pre-entrepreneurs are provided with appropriate training that will enable them to consider starting successful small businesses.**

**Lead Partner:** UW-Parkside Small Business Development Center

**Support Partners:** Racine County Workforce Development Center, Wisconsin Women's Business Initiative Corporation, Community Economic Development Corporation African American Business & Professionals Association, Hispanic Business Alliance, and Hispanic Business & Professionals Association

**D. Ensure that minority small businesses are provided with appropriate training that will enable them to sustain successful businesses.**

**Lead Partner:** Community Economic Development Corporation

**Support Partners:** UW-Parkside Small Business Development Center, Racine County Workforce Development Center and Wisconsin Women's Business Initiative Corporation, African American Business & Professionals Association, Hispanic Business Alliance, and Hispanic Business & Professionals Association

**CHALLENGE TWO:**

**TO FOCUS ON THE IMPORTANCE OF TECHNOLOGY AND INNOVATION RELATIVE TO THE GROWTH OF EXISTING BUSINESSES AND THE ATTRACTION OF NEW BUSINESSES TO THE COMMUNITY**

**LEAD PARTNER: Racine County Economic Development Corporation**

**STRATEGIES:**

**A. Continue to implement an aggressive and targeted existing business growth and business attraction program for Racine County that is based on:**

- (1) industries with a recent history of competitiveness and export orientation and,**
- (2) emerging industries that show a potential for future growth.**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** Center for Advanced Technology and Innovation, Inc., Hispanic Business Alliance, Hispanic Business & Professionals Association, African American Business & Professionals Association, Community Economic Development Corporation, Racine County Chambers of Commerce, Milwaukee 7, Wisconsin Department of Commerce, and local units of government

**B. Focus the resources of the Center for Advanced Technology and Innovation, Inc. on becoming a regional center (Chicago-Milwaukee Corridor) for:**

- 1) leveraging intellectual property assets (inovaTECH);**
- 2) assisting companies in gaining an understanding of new product and marketing opportunities (inovaDRIVE); and**
- 3) providing intelligence and contacts to support a company's growth strategy (inovaSOURCE).**

**Lead Partner:** CATI, Inc.

**Support Partners:** Racine County Economic Development Corporation, Racine Area Manufacturers and Commerce, Gateway Technical College, UW-Parkside, Carthage College, Racine County Workforce Development Center, Center for Advanced Technology and Innovation, Inc. Specialty Center, Hispanic Business Alliance, Hispanic Business & Professionals Association and African American Business & Professionals Association

**C. Provide secondary financing to existing and new companies that are creating jobs, tax base and personal income to Racine County.**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** Community Economic Development Corporation, Wisconsin Women's Business Initiative Corporation, Center for Advanced Technology and Innovation, Inc., UW-Parkside Small Business Development Center, Racine County Chambers of Commerce and Racine County Workforce Development Center

**D. Continue the aggressive menu of national speaker and networking events that aligns with technology, innovation and growth industries, as well as other challenges in the Racine County EDP. When possible, partner with other organizations on a regional basis.**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** Downtown Racine Corporation, Racine Area Manufacturers and Commerce, Center for Advanced Technology and Innovation, Inc., UW-Parkside, Carthage College, Gateway Technical College, African American Business & Professional, Hispanic Business Alliance, Hispanic Business & Professional Association, Racine County Convention & Visitors Bureau and the Golden Rondelle

**E. Provide technical assistance to transition the capabilities of existing Racine County manufacturers to next generation or “advanced” manufacturers.**

**Lead partner:** Racine County Economic Development Corporation

**Support Partners:** All Racine County Chambers of Commerce, Gateway Technical College and Wisconsin Manufacturing Extension Partnership

**CHALLENGE THREE:**

**TO UTILIZE THE EXISTING NATURAL AND CULTURAL RESOURCES, RECREATIONAL OPPORTUNITIES AND BUSINESS LOCATION ADVANTAGES TO PROMOTE A POSITIVE IMAGE OF RACINE COUNTY TO EXISTING RESIDENTS AND THOSE OUTSIDE THE COUNTY**

**LEAD PARTNER: Racine County Convention and Visitors Bureau**

**STRATEGIES:**

**A. Local community development organizations in Racine County will continue to promote a positive image of the County to both internal and external audiences using the brand platform analysis completed by Prophet as the blueprint for the orientation of this initiative.**

**Lead Partners:** Office of the Racine County Executive and Racine County Convention and Visitor's Bureau

**Support Partners:** Racine County Chambers of Commerce, Downtown Racine Corporation, Racine County Workforce Development Center, Racine County Economic Development Corporation, African American Business and Professional Association, Hispanic Business Alliance, and Hispanic Business and Professional Association.

**B. Engage community organizations and secondary and post-secondary education partners in identifying the benefits of living and working in Racine County and promoting a positive image of Racine County to young adults.**

**Lead Partner:** Young Professionals of Racine

**Support Partners:** Racine County Convention & Visitor's Bureau, Gateway Technical College, UW-Parkside, Carthage College, Racine County Workforce Development Center and Racine Area Manufacturers and Commerce

**C. Racine Unified School District will partner with community organizations to promote a positive image of the school district.**

**Lead Partner:** Racine Unified School District

**Support Partners:** Racine Area Manufacturers and Commerce, Racine County Convention & Visitors Bureau, Racine County Economic Development Corporation, Racine County Workforce Development Center

**CHALLENGE FOUR:**

**TO TAKE ADVANTAGE OF THE DEVELOPMENT OPPORTUNITIES THAT EXIST AS A RESULT OF THE CHICAGO-MILWAUKEE CORRIDOR AND TO PROPERLY LINK LAND USE WITH FUTURE BUSINESS DEVELOPMENT COUNTY-WIDE**

**LEAD PARTNER: Racine County Planning and Development**

**STRATEGIES:**

**A. Provide high value real estate development opportunities that link Racine County with the Southeast Wisconsin Region and Northern Illinois.**

**Lead Partner:** Racine County Planning and Development

**Support Partners:** Local Units of Government in Racine County and Racine County Economic Development Corporation

**B. Support the extension of commuter rail from Kenosha to Racine and Milwaukee.**

**Lead Partners:** Racine Area Manufacturers and Commerce

**Support Partners:** Racine County Economic Development Corporation, Downtown Racine Corporation, Hispanic Business Alliance, Hispanic Business and Professional Association, African American Business and Professional Association, Southeastern Wisconsin Regional Planning Commission, Milwaukee 7, Racine County and Local Units of Government east of I-94

**C. Address the adequacy of public transportation for serving the needs of low- and moderate-income persons to access job opportunities in Racine County and throughout southeast Wisconsin.**

**Lead Partner:** Racine County Planning and Development

**Support Partners:** Racine County Economic Development Corporation, City of Racine, Department of City Development, Racine County Workforce Development Center, and Southeast Wisconsin Regional Planning Commission

**D. Use the Smart Growth Initiative to accelerate cooperative area-wide comprehensive planning.**

**Lead Partner:** Racine County Planning and Development

**Support Partners:** Local Units of Government in Racine County

**E. Plan for value-added commercial and industrial development in the I-94 and STH-36 corridors.**

**Lead Partner:** Racine County Planning and Development

**Support Partners:** Local Units of Government in Racine County and Racine County Economic Development Corporation

**F. Continue to implement industrial and commercial redevelopment projects in communities throughout Racine County.**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** Downtown Racine Corporation and various local units of government

**G. Continue the current county-wide and local government initiatives to streamline the private sector land development process.**

**Lead Partner:** Racine County Planning and Development

**Support Partners:** Local Units of Government in Racine County

**H. Monitor the local economy to identify and retain employers that are considering relocation outside of Racine County.**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** All Racine County Chambers of Commerce, Racine County Workforce Development Center and Racine County local units of government

**I. Actively participate in the Milwaukee 7 regional economic development program in order to create a stronger regional economy with a focus on those initiatives that will positively impact the Racine County economy.-**

**Lead Partner:** Racine County Economic Development Corporation

**Support Partners:** Racine Area Manufacturers and Commerce, Racine County Workforce Development Center, Racine County Convention & Visitors Bureau, and Young Professionals of Racine

**J. Monitor the Wisconsin business climate and advocate for changes that will improve the State as a place to do business.**

**Lead Partner:** Racine Area Manufacturers and Commerce

**Support Partners:** Racine County Economic Development Corporation and Local Chambers of Commerce

**K. Facilitate cooperation between eastern and western Racine County relative to comprehensive planning issues.**

**Lead Partner:** Racine County Planning & Development

**Support Partners:** All EDP Implementation Team Partners

**CHALLENGE FIVE:**

**TO LINK EDUCATION AND TRAINING IN A MANNER THAT PROVIDES A COMPETITIVE WORKFORCE TO MEET THE PRESENT AND FUTURE NEEDS OF LOCAL EMPLOYERS AND TO CREATE OPPORTUNITIES FOR LOW-INCOME, DISADVANTAGED AND MINORITY INDIVIDUALS TO PREPARE FOR AND OBTAIN EMPLOYMENT**

**LEAD PARTNER: Racine County Workforce Development Center**

**STRATEGIES:**

**A. Implement “Higher Expectations: A Workforce Strategy for Racine County” that addresses:**

- 1) Continue to meet the workforce needs of our existing employers as they grow and adapt to changing market and economic conditions;**
- 2) Collaborate to prepare employment-ready workers for the emerging industries (as identified by the Racine County Economic Development Corporation) that will drive our County’s future economy; and**
- 3) Work with a coalition of education, private, public and faith based organizations to address the root causes of chronic underemployment in the County, particularly in sections of the inner city of the City of Racine.**

**Lead Partner:** Racine County Workforce Development Center

**Support Partners:** United Way of Racine County, Racine County Economic Development Corporation and the Office of the Racine County Executive

**B. Advocate for programs that will impact the high unemployment rates in low-income and minority communities.**

**Lead Partners:** Community Economic Development Corporation

**Support Partners:** African American Business and Professional Association, Hispanic Business Alliance, Hispanic Business and Professional Association, Racine County Economic Development Corporation, Racine County Workforce Development Center, Racine Area Manufacturers and Commerce and the City of Racine

**C. Focus on the retention and recruitment of knowledge workers necessary to meet the labor force needs of companies in Racine County.**

**Lead Partner:** Racine County Workforce Development Center

**Support Partners:** Young Professionals of Racine, Racine Area Manufacturers and Commerce, Racine County Economic Development Corporation, Gateway Technical College, UW-Parkside, Carthage College and local out placement agencies