



December 10, 2014

Mayor John Dickert and Members of the Racine Common Council
730 Washington Avenue
Racine, Wisconsin 53403

Dear Mayor Dickert and Members of the Common Council:

The purpose of this letter is to submit the Uptown Neighborhood Strategic Development Plan ("Plan") and respectfully request its adoption by the City.

In 2012 City leaders determined the need to prioritize the various redevelopment opportunities within the City. To complete this process, the City asked RCEDC to prepare a Request for Proposal to solicit interest from planning firms. Interviews were conducted and in the end, RCEDC engaged the services of Vandewalle and Associates ("Vandewalle") to conduct a project opportunity analysis.

Vandewalle hosted a variety of listening sessions and gathered feedback from the community regarding 11 different Opportunity Areas in the City. Through a scoring process, it was determined which of the 11 Opportunity Areas had the greatest potential to serve as a catalyst for economic development. Their conclusions were summarized in the November 9, 2012 "Racine Economic Development Project Opportunities" report. Within this report the greater Uptown Neighborhood was identified in the top three areas as having significant redevelopment potential.

Several of our staff have served on the Uptown Project Management Team ("Team") and have been party to this planning process. The work performed by the Team and Vandewalle was rigorous and comprehensive in its approach. We were especially impressed with the efforts to reach out to the community to inform them of the ongoing planning process and the direction that the Plan was taking.

We are excited about the proposed adoption of the Plan and eager to be a part of the implementation process over the coming months. Should you have any questions or need any additional information please contact me directly at 262-898-7424 or at jtrick@racinecountyedc.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Jenny Trick". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jenny Trick
Executive Director