



2012 YEAR END CONTRACT ACTIVITY SUMMARY  
CITY OF RACINE  
FINANCE AND PERSONNEL COMMITTEE

Racine County Economic Development Corporation

**Leveraging Funds for Economic Development in City  
of Racine: 2012**

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<b>City of Racine Investment*: (*General Economic Development)</b>	<b>\$67,000</b>
<b>RCEDC Private Investment:</b>	<b>\$365,400 or \$5.5 : \$1</b>
<b>RCEDC Other Public Investment:</b>	<b>\$1,294,700 or \$19.3 : \$1</b>
<b>RCEDC Total Investment:</b>	<b>\$1,718,100 or \$25.6 : \$1</b>

**Access to Professionals In: Recruitment, Retention, Finance, Community & Workforce Development**

## Contract Activities

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- Organizational Development Assistance
- Growth of Existing Business
- Business Recruitment Activities
- Business Finance Activities
- Marketing Activities
- Workforce Development Services
- Special Program and Support Activities

## Organizational Development Assistance

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- Relationship building with M7, WEDC, and Federal Agencies.



- Gateway Technical College Partnership for iMET Expansion

## Growth of Existing Businesses

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- **Business Retention & Expansion**
  - **Goal: 15 Expansion Projects**
    - **YTD Results: 11**
      1. Jensen Metal, City of Racine/Village of Caledonia
      2. SpeedTech International, City of Racine
      3. All Tool Fasteners, Village of Caledonia
      4. Milwaukee LightBulb Delivery, Town of Raymond
      5. LDV, City of Burlington
      6. Spee-Dee Packaging, Town of Yorkville
      7. Poclair Hydraulics, Town of Yorkville
      8. Unico/Regal Beloit, Village of Caledonia
      9. Racine Railroad, Mount Pleasant
      10. Bonetti US, Yorkville
      11. Manufacturer, Yorkville
    - **Pending: 28, 9 City of Racine**
- **Manufacturing Call Program**
  - **Goal: 100 company visits in 2012**
    - **YTD Results: 85 visits in 2012, 32 City of Racine**
    - **2011-2012 Results: 179 Interviews, 75 City of Racine**

**Jensen**  
METAL PRODUCTS, INC.



## Growth of Existing Businesses

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- **CEO Roundtable Program:**
  - 8 member businesses (6 City of Racine)
  - Meet 10 times a year
- **Racine Business Connect**
  - [www.RacineBusinessConnect.com](http://www.RacineBusinessConnect.com)
  - Web-Based Business Matchmaking
  - 150 companies profiles featured
- **Project Planning/Redevelopment**
  - Focus on redevelopment of existing sites through Brownfields Contract
  - LaunchBox Initiatives

RACINE COUNTY  
**BUSINESS CONNECT**

PROFITABLE PARTNERSHIPS

## Business Recruitment

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### □ Recruitment & start-ups to Racine County

- 2012 Goal: 4, Results: 5
  - Illini Precast (Burlington)
  - Integrated Recycling Technology recruited to City of Racine.
  - Dairyland Heritage recruited to City of Racine
  - Distribution company recruited to Yorkville (awaiting Governor's announcement)
  - Project Green, Village of Sturtevant
- Pending: 24

### □ Foreign Direct Investment

- Foreign Trade Show
- Domestic International Trade Shows
  - Ongoing Communications



## Business Finance

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Division is responsible for providing low interest, second mortgage financing to businesses that are being recruited to or expanding in Racine County

### □ Business Lending

- Goal: 20, Results: 9
  - City of Racine Companies
    - Eckmann Custom Products
    - Nelson Brothers and Strom
    - Summit Tool Works
  - Pending Applications: 5



### □ Recapitalization

- Goal: Increase loan funds by \$2.5M
  - Results: Secured \$1M Racine County loan fund
  - Results: Secured \$1.2 M Recap. Of City Loan Fund (\$600,000 City of Racine, \$600,000 Economic Development Administration)



# Marketing



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Activities support proactive business recruitment, business retention and expansion, and community engagement.

- Represent City of Racine and Racine County Companies at trade show events
- International outreach efforts
- Participation in Milwaukee 7 marketing activities
- Conduct broker/developer outreach
- Host events, including bi-monthly “Inside Racine Business” and Economic Business Forum connecting local businesses with elected officials
- Provide regular economic development news/event highlights on WRJN radio and articles in the Journal Times newspaper

# Marketing

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RCEDC launched a new website to better serve our customers



# Marketing

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The Facts & Figures page features links to community specific data, downloads and contact information

Municipality	Contact Information	Characteristics	Profile
 Racine County	730 Wisconsin Avenue Fourth Level Racine, WI 53403 Phone: 800-242-4202 www.racneco.com	Housing Social Economic Demographic	
 City of Racine	730 Washington Avenue Racine, WI 53403 Phone: 262-696-9171 www.cityofracine.org Chamber of Commerce	Housing Social Economic Demographic	
 City of Burlington	300 North Pine Street Burlington, WI 53105 Phone: 262-342-1161 www.burlington-wi.gov Chamber of Commerce	Housing Social Economic Demographic	

**Map**

**News**

SBA lending grows in Milwaukee area in October  
Published Nov 12th 2012

The amount of loans authorized by the U.S. Small

# Workforce Development

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The Workforce Development division consists of seven contracted employees that serve at the Racine County Workforce Development Center.

- **Business Services.** Team provides direct assistance to employers
  - Assist with employer expansions
  - Provide referrals to partners
  - Connect with On The Job Training Grants
- **Employment Support**
  - W-2 Job Developer/Coach
  - Transitional Jobs (Non-W-2 Eligible)



# Workforce Development

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- **Career Connect.** <http://inspirewisconsin.org/>  
 School-to-work program provides a one-stop system to connect businesses to K-12 school districts in Racine County.
  - YTD, 61 employers participating in program
  - YTD, 64 career coaches working available to work with students

# Special Program Assistance and Support Activities

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- **Maintain Available Building, Land, and Industrial Park Information (RCEDC Web site, Locate in Wisconsin)**

Business Parks with Public Sewer, Water and Other Appropriate Services:



Park Name	Total Ac	Available Ac	Location in WI
Burlington Industrial Complex	56	0	Burlington
A Burlington Manufacturing and Office Park*	244	37	Burlington

## Special Program Assistance and Support Activities

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- Technical Assistance.
  - “Snapshots” – distribute monthly
  - Technical Assistance Requests
    - Demographic, building availability, industry data, wage rates
  - Industry targeted marketing
    - Water Industry – City of Racine
    - Food and Beverage Industry – Racine County

## Questions

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