

City of Racine General Economic Development Contract
4th Quarter Report 2014

January 9, 2015

The following provides a summary of economic development activities through December 31, 2014 under Racine County Economic Development Corporation's General Economic Development Contract with the City of Racine.

Business Retention and Expansion

Activity	Goal	December 31	In-Process
Business Call Visits	60	48 (20 Racine)	Ongoing
CEO Roundtable Program -1 Existing Group -2 nd Group Emerging Businesses -10 Meetings per year		15 members (10 Racine)	Ongoing
Technical Assistance	100	119(44 Racine)	Ongoing
Retention/Expansion Projects Racine Projects Listed Below 1. Marlo 2. Altus Vinyl 3. InSinkErator 4. Davita Dialysis	12	11 (4 Racine)	15 (6 Racine)

Business Recruitment

Activity	Goal	December 31	In-Process
Companies Recruited 1. C-Squared Rodent Supply	4	3 (1 Racine)	23 (2 Racine)
Trade Show/Events: -Chicago's Area Industrial Real Estate Professional Network		Ongoing	Ongoing

Business Finance

Activity	Goal	December 31	In-Process
Loan Approvals	19	23 (5 Racine)	4
Loans Closed	\$6,110,800	\$6,572,611 (\$1,104,611 Racine)	2015: \$5,215,412
1. Kranz			
2. Pearle Vision			
3. Racine Riverside Marine			
4. SIP Restaurant			
5. BC-RLF for Nelson Electric			
Work with New Prospects	181	209 (70 Racine)	Ongoing

Workforce Development

Activity	Goal	December 31	In-Process
Facilitate Employee Expansions	15	10 (3 Racine)	Ongoing
Direct Contact with Employers	10,000	3,203 (1,433 Racine)	Ongoing
On-Site Recruitments	50	63 (26 Racine)	Ongoing
On-the-Job Training Contracts	40	3	Ongoing
Marketing/Education Activities	2,065	2,626	Ongoing
Employers Prefer Career Readiness Certificate	100	54*	Ongoing
Inspire Wisconsin			
a. Employers	157	134	Ongoing
c. Coaches	222	191	Ongoing

*Pending DWD Communication on current employers preferring NCRC

Administrative and Marketing Activities

Activity	Goal	December 31	In-Process
Milwaukee 7 Marketing activities		Ongoing	Ongoing
Industrial Lands Absorption Study	100%	100% Complete	Complete
Social Media "Fans"	300	317	Ongoing
Constant Contact Communication	24	23	Ongoing
Annual Meeting Attendance	300	350 Complete	Complete

