

## MEMORANDUM

**TO:** MAYOR CORY MASON, CITY OF RACINE  
CITY OF RACINE COMMON COUNCIL  
KATHLEEN FISCHER, INTERIM DIRECTOR, DEPARTMENT OF CITY  
DEVELOPMENT

**FROM:** JENNY TRICK, EXECUTIVE DIRECTOR  
LAURA MILLION, DEPUTY DIRECTOR

**RE:** 2022 YEAREND REPORT RCEDC ACTIVITIES

**DATE:** FEBRUARY 15, 2023

---

The City of Racine contracts with Racine County Economic Development Corporation (RCEDC) to provide economic and community development technical assistance to the City of Racine.

RCEDC's work was guided by RCEDC's 2022 Strategic Plan and with oversight and guidance provided by the Mayor and Director of City Development.

The attached Economic Development Dashboard summarizes RCEDC's activities and outcomes during 2022 across Racine County. This memo highlights business activities and projects that occurred in the City of Racine.

- I. **Business Retention and Expansion.** RCEDC connects existing Racine County businesses with financial and technical resources to continue operation and growth. In 2022, RCEDC provided:
  - A. Technical assistance to 343 businesses with 158 occurring in the City of Racine. Assistance ranged from providing the required letters for the Main Street Bounce Back Grant (80 City of Racine), connecting entrepreneurs to provide start-up resources and business plan support, introducing businesses to talent and HR support, and introductions to Gateway Technical College staff and other partners.
  - B. Outreach to 366 businesses to learn more about challenges and opportunities and share financial and technical program information. Outreach included business call visits with 41 City of Racine Businesses, in addition to walking the Downtown commercial corridors and sending snail mail to industrial businesses and the commercial businesses located along Douglas Avenue.

C. Project support with incentives and loans to assist six (6) Racine businesses:

1. Summit Packaging
2. Hotel Verdant
3. Righteous Autos
4. Black Belt Karate Studio of Racine
5. Knuteson Hinkston & Rosenberg
6. Pawstar

D. Provided grants to 15 Racine businesses:

1. Belle City Fire & Safety (ethnic minority)
2. Audreyanna's LLC (woman-owned)
3. Confident Kids Childcare (ethnic minority, woman-owned)
4. Gold Ink Consulting (ethnic minority, woman-owned)
5. Creative N'Fusion (ethnic minority, woman-owned)
6. Renew Medical Aesthetics (woman-owned)
7. Marini Manufacturing
8. Wisconsin Metal Products
9. Reliance Controls
10. Wisconsin Metal Products
11. H.E.R. Valley (ethnic minority, woman-owned)
12. Fischer USA
13. Payne & Frazier Consultants (ethnic minority, woman-owned)
14. Laurel Massage Studio (woman-owned)
15. Lovingkindness AFH, LLC (ethnic minority, woman-owned)

## **II. Business Recruitment**

- A. Highlighted City of Racine opportunities to real estate professionals, developers, and site selectors.
- B. Engaged with six start-up or business recruitment prospects with interest in the City of Racine.
- C. Engaged with two housing developer prospects with interest in the City of Racine.

## **III. Talent Attraction**

- A. Promoted Racine County, including the City of Racine through GreaterRacineCounty.com and social media messaging.
- B. Promoted Racine County manufacturing job opportunities through Greater Racine County Digital Manufacturing Campaign. Supported by a consortium of local manufacturers including 8 City of Racine Businesses (A&E, Marini Manufacturing, Fischer USA, Pioneer Products, Styberg Engineering, Burlington Graphics Systems, CNH, SC Johnson) with RAMAC and Gateway Technical College.
- C. A total of 127 businesses (43 City of Racine) registered on the Greater Racine County website and job board; content shared in digital campaign directed at northern Chicago.
- D. Hosted community familiarization tour for 27 HR Professionals showcasing eastern Racine County quality of life, including housing, education, recreational, and arts and culture venues.

## **IV. Community Development**

- A. Incorporate tourism messaging as a part of Greater Racine County through GreaterRacineCounty.com, social media channels, and production of three (3) videos.

**V. Special Projects**

- A. Researched a framework for the creation of a funding pool to support development projects in designated areas in Racine.
- B. Engage with multi-family housing development prospects, providing site selection assistance and supporting analysis review for requested incentives.
- C. Provide technical assistance in support of priority redevelopment projects.
- D. Process, close, and service loans from the City of Racine Brownfield Clean Up Revolving Loan Fund (BC-RLF) in partnership with the City's Brownfield consultants and staff. Ongoing servicing of loan for J. Jeffers Project.
- E. Monitor compliance of seven (7) City of Racine development agreements to ensure capital expenditures and/or job retention and creation activities are documented. Agreements include:
  - 1. Culinary Infusion (aka Covenant at Murray Mansion)
  - 2. Apak, Inc.
  - 3. Altus Vinyl
  - 4. Vista Dental
  - 5. Fischer USA
  - 6. Marlo
  - 7. Summit Packaging DOT Railcars Report

# RCEDC 2022 STRATEGIC PLAN YEAR-END RESULTS REPORT

## OUR MISSION

Ensuring the economic vitality of Racine County by working with our partners to support innovation and creativity that leads to business investment.

## OUR GOAL

Facilitate business expansion projects that result in the creation and retention of jobs and increase the tax base in Racine County.

## A TOTAL OF 107 PROJECTS WERE APPROVED DURING THE 2022 CALENDAR YEAR.

Through the 4th quarter of 2022, RCEDC has ensured more than \$289 million in total private investment (289% of annual goal), and over \$124 million in total construction investment (250% of annual goal) in Racine County.



## STRATEGY 1: BUSINESS RETENTION AND EXPANSION

Identify and address the needs of businesses through relationship and provision of resources. The strategy will be accomplished by successfully completing technical assistance requests, developing and implementing leadership programs, conducting outreach, and providing loans, grants and incentives to businesses.

### RESULTS:

Business Retention & Expansion	Annual Goals	Q4 2022	% of Target
Technical Assistance	250	343	137%
Leadership Training Programs	4	3	75%
Outreach	405	366	90%
Businesses Assisted through Lending, Grants & Incentives	115	101	88%
Total Private Investment	\$100,000,000	\$289,406,442	289%
Total Construction Investment	\$50,000,000	\$124,801,889	250%
Assistance provided to Racine County Businesses	68	81	119%
RLF Loan and Grant Amounts	\$3,020,000	\$3,299,699	109%
Businesses Assisted through SBA 504	47	20	43%
SBA 504 Loan Amounts	\$28,800,000	\$15,078,000	52%



## STRATEGY 2: BUSINESS RECRUITMENT

Take advantage of Racine County's location and opportunities to pursue development with the highest potential to spur other development including industrial, residential, and commercial development. The strategy will be accomplished through outreach to real estate professionals, implementing business park development, residential development, and administering incentives to spur development.

### RESULTS:

Business Recruitment	Annual Goals	Q4 2022	% of Target
Outreach Activities to Real Estate Professionals, Developers and Site Selectors	50	65	130%
Businesses Assisted in Business Park Development	4	4	100%
Residential Development Projects	2	2	100%
Business Recruitment Marketing (Direct Marketing Campaigns)	2	3	150%

## STRATEGY 3: TALENT ATTRACTION

Through RCEDC's talent attraction website, [www.GreaterRacineCounty.com](http://www.GreaterRacineCounty.com), RCEDC will effectively market Racine County to encourage more people to explore, work, and live in Racine County. The strategy will be accomplished through refining and implementing a digital advertising campaign that, in the end, results in an increase of visitors, talent, and residents to Racine County.

### RESULTS:

Talent Attraction	Annual Goals	Q4 2022	% of Target
Increase awareness of GRC through website and social media-2022	2,220 visitors/month	2,496	112%
	2,410 social media followers	2,265	94%
Digital Manufacturing Campaign	100,000 impressions/month	213,811	214%
Front Door to Talent: Engage local employers and HR professionals (Business Profiles/Job Posts Monthly)	130/400	127/425	98%/106%
Feedback to Partners on Talent Demand and Programming (Quarterly Communications)	4	4	100%
Partner with regional higher education institutions to engage and retain young talent	1	1	100%



## STRATEGY 4: COMMUNITY DEVELOPMENT

In partnership with Racine County Executive, RCEDC will work with local municipalities and partners to identify barriers that when addressed will result in higher tax base, more jobs and residents. The strategy will be accomplished by working closely with our community leaders to ensure the development process is transparent and predictable.

### RESULTS:

Community Development	Annual Goals	Q4 2022	% of Target
Assist contract communities with implementation of special projects	28 special projects for 8 contract communities	3 Completed 25 Underway	11%
<b>Explore. Work. Live.</b> Build on Visit/ Explore messaging in GRC website	30	23	77%

## STRATEGY 5: LEADERSHIP

RCEDC leadership is committed to continuous improvement, regular evaluations of RCEDC priorities, asking the right questions, and pushing for solutions. The strategy will be accomplished through diligent review of resources and programs, securing private contributions to support RCEDC's mission, and continued engagement of diverse leaders to join RCEDC's volunteer committees.

### RESULTS:

Leadership	Annual Goals	Q4 2022	% of Target
Program Review	Inventory programs and activities, determine measure of effectiveness and success	Targeted for 4th Quarter	
Internal Talent Development Initiative	14	14	100%
Private Contribution	\$160,000	\$163,295	102%
Diverse Leadership	3	4	133%
Sound reputation	1	1	100%

