

RESOLUTION NO. 2024-004

**RESOLUTION AUTHORIZING THE VILLAGE OF CALEDONIA TO ENTER INTO A
CONTRACT WITH THE RACINE COUNTY ECONOMIC DEVELOPMENT
CORPORATION FOR ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE
FOR 2024**

WHEREAS, the Village of Caledonia has contracted with the Racine County Economic Development Corporation for economic development technical assistance for many years, and RCEDC has been very helpful in the Caledonia Business Park improvements, the creation and expansion of TID #4, and various other economic development activities in the Village; and

WHEREAS, the Village of Caledonia would like to continue contracting with RCEDC in 2024.

NOW, THEREFORE, BE IT RESOLVED by the Caledonia Village Board that a contract between the Village of Caledonia and the Racine County Economic Development Corporation for economic development technical assistance for 2024 as set forth in Exhibit A, which is attached hereto and incorporated herein, at the cost of \$45,088 is authorized and approved, and the Village President and Village Clerk are authorized to execute said contract.

BE IT FURTHER RESOLVED that the funds for the said contract shall be allocated based on annual activity between current TIDs.

23 Adopted by the Village Board of the Village of Caledonia, Racine County, Wisconsin, this day of January, 2024.

VILLAGE OF CALEDONIA

By: Thomas R Weatherston
Thomas Weatherston, Village President

Attest: Jennifer Olsen
Jennifer Olsen, Village Clerk

January 2, 2024

Tom Weatherston
Village President
Village of Caledonia
5043 Chester Lane
Racine, WI 53402

Dear Mr. Weatherston:

This letter is intended to serve as a letter agreement between the Village of Caledonia hereinafter referred to as "Caledonia" and the Racine County Economic Development Corporation (RCEDC). In accordance with this agreement, the RCEDC agrees to continue to provide economic development technical assistance to Caledonia. Such assistance will be coordinated on a day-to-day basis with the Administration and, regarding policy-related issues coordinated with the Village Administrator, Village President and Village Board.

PURPOSE

The purpose of the agreement is to further the overall goals of economic development by facilitating job growth and investment, resulting in new tax base for Caledonia, through interagency cooperation and services provided by the RCEDC.

AGREEMENT

The RCEDC agrees to provide direct economic development assistance to Caledonia in accordance with the objectives promulgated by the Village President, Village Board and Village Administrator. The RCEDC has assigned Laura Million, Deputy Director as the lead economic development staff person to Caledonia with direct support from Jordan Brown, Business Recruitment Specialist. Ms. Million will act as the Village's economic development advocate, in partnership with other RCEDC staff. RCEDC will expend its best efforts to promote industrial, residential, and commercial development; entrepreneurship and business growth; talent attraction; and collaborative efforts to support Caledonia and its companies.

This agreement is broken into two sections. First, RCEDC's 2024 strategic plan focuses efforts to deliver financial and technical resources in the Village and throughout Racine County as described in Sections I-IV. Second, the Village leadership has assigned a number of special projects to RCEDC to complete (Section V). The RCEDC Board of Directors adopted the 2024 RCEDC Strategic Plan at its December 2023 meeting.

In addition to the regularly scheduled meetings and ongoing communications, RCEDC will deliver written and if allowed, verbal semi-annual reports to the Village President, Village Board, and Village Administrator.

I. Priority: Seize the potential of our existing land, assets, and physical attributes by aggressively promoting Racine County.

This priority focuses on actions that can leverage Racine County's competitive advantages including geographical location, public infrastructure, affordability, and ease of doing business to attract industrial development and residential and commercial development.

In 2024, RCEDC's Business Attraction activities will include the following:

Industrial Development

- A. Work in partnership with Milwaukee 7, Wisconsin Economic Development Corporation, and private developers to proactively secure new investments and businesses/tenants in Racine County.
- B. Focus recruitment outreach on northern Illinois by engaging with AIRE, international chambers, and upper Midwest Site Selectors.
- C. Focus recruitment efforts on industries that align with local industry and regional workforce concentrations that include the following:
 - Mechanical Manufacturing
 - Energy, Power and Controls
 - Food and Beverage
 - Water Technology
 - Medical Technology
 - Financial and Corporate Services
 - Datacenter and Information Technology Services
- D. Work with local municipalities to identify and support land development opportunities for developers, site selectors, and businesses.
- E. Work cooperatively with local municipalities to explore creative ways to attract tenants to vacant buildings or encourage the development of underutilized lands.

Residential and Commercial Development

- F. Work with local municipalities to identify areas prime for residential development.
- G. Develop and implement strategies to recruit residential and mixed-use development.

II. PRIORITY: Support New and Established Businesses and Entrepreneurs to Thrive in Racine County.

This priority focuses on technical and financial assistance provided to advance the local economy and entrepreneurs in our area. In 2024, RCEDC's Business Expansion and Entrepreneurial activities will include the following:

Business Expansion

- A. Continue the robust outreach program to engage businesses and intermediaries that facilitate business expansions, including commercial lenders, real estate professionals, attorneys, accountants, chambers of commerce, and municipal officials.
- B. Facilitate business expansion projects by proactively providing concierge services, excellent customer service, and technical and financial resources that result in private investment.

Entrepreneurs and Start-Ups

- C. Support access to resources for entrepreneurs. This priority will focus on rolling out the BizStarts program in Racine. The primary emphasis will be on technical assistance, providing skills and knowledge that entrepreneurs need to start, sustain, and grow their businesses.
- D. Develop a targeted small business loan fund to help new or smaller businesses access capital.

III. PRIORITY: Racine County is the Destination of Choice for Talent.

This priority will uncover and share examples of Racine County's talent attraction success stories. It will help tell our story of being an amazing place to work and live. It will focus on the reasons why people relocate to live and work here. We will also include our post-secondary institutions that nurture and produce new talent. In 2024, RCEDC's Talent Attraction activities will include the following:

- A. Through the Greater Racine County website and social media channels, promote Racine County's assets, geography, and attractions to increase talent to live and work in Racine County.
- B. Influence internal and external perceptions of Racine County by:
 - Continuing the internal marketing efforts that boost community pride.
 - Seeking funding to leverage RCEDC resources to continue external marketing and communication efforts that highlight Racine County differentiators and successes.
- C. Increasing our engagement with area educational institutions to ensure students and graduates are aware of the employment opportunities in Racine County.
 - Volunteer on relevant committees to support this collaboration between educators and businesses.
 - Seek to regularly present and engage with college classes to promote Racine County, explore career opportunities, and answer questions.
 - Continue to explore opportunities such as the Greater Philly collaborative work to increase interface between college students and local employers.

- Promote and support academic programs that advance the local economy.

IV. Grow our Relationships & Explore New Opportunities.

RCEDC recognizes that a key to success will be to continue to work collaboratively, support relationships that add value to Racine County, and continue to stay innovative in how we do our work.

- A. Commit to continue and enhance what's working and has been impactful.
- B. Strengthen collaborations and partnerships that focus on adding value and not duplicating the efforts of others.
- C. Explore bold opportunities including new approaches to existing programs and activities.
- D. Support and collaborate with area chambers of commerce and other relevant nonprofit organizations that align with RCEDC's mission to further economic development goals including but not limited to business outreach, resource awareness and community promotion.

V. RCEDC Special Projects, Caledonia Specific Activities

In addition to the above activities, RCEDC will work in partnership with the Village on the special projects detailed below:

- a. Assist in implementation of recruitment plan for Highway K development.
- b. Assist in the creation and implementation of recruitment plans for key sites, including but not limited to commercial and residential sites on Douglas Avenue; the former Kmart building; and Caledonia Business Park.

TIME PERIOD FOR THIS AGREEMENT AND COMPENSATION

The above-referenced assistance will be provided by the RCEDC staff during the time period beginning January 1, 2024 to December 31, 2024. The annual cost of this assistance to Caledonia is \$45,088. Payments will be made during the first week of each quarter, upon the receipt of an invoice from the RCEDC. The cost of developing any additional materials and significant printing and mailing of items necessary to implement these services are outside the scope of the Agreement and will be negotiated on an as necessary basis.

INDEPENDENT CONTRACTOR

RCEDC shall be an independent contractor of Caledonia. Neither RCEDC nor any of its officers, employees, or agents shall be considered to be an employee of Caledonia as a result of the obligations undertaken pursuant to this agreement. RCEDC's officers, employees and agents shall make no commitments or representations to third parties without prior approval of Caledonia. In addition, RCEDC hereby holds harmless Caledonia and its departments, officers, employees and agents from and against all claims, demands and liability for damages to third persons of any type whatever arising solely out of the actions of RCEDC under this agreement.

LIABILITY INSURANCE

The RCEDC is to carry liability insurance and list Caledonia as an additional insured on the policy.

TERMINATION

This agreement may be terminated by either party upon thirty (30) days written notice in the event of default by the other party of any material provision hereof which remains unremedied for thirty (30) days following written notice of such default.

NOTICES


Notices under this agreement shall be mailed by registered mail to the Caledonia Village President and Village Administrator, 5043 Chester Lane, Racine, WI 53402, for Caledonia, and to Jenny Trick, Executive Director, 2320 Renaissance Blvd., Sturtevant, WI 53177, for RCEDC, or shall be personally served on either said person or the person in charge of either respective office.

ASSIGNMENT

RCEDC agrees that it will not assign this agreement or any portion thereof, or any of its responsibilities hereunder, to any other party without first obtaining the written permission of the Village.

If the terms and conditions of this proposal are satisfactory, please sign the two original documents where indicated and return to the RCEDC for RCEDC final signature.

Sincerely,



Jenny Trick, Executive Director

IN WITNESS WHEREOF, the parties hereto have executed this agreement on the 23 day of January, 2024.

VILLAGE OF CALEDONIA

By: Thomas R Weatherston
Tom Weatherston, Village President

Witness: [Signature]
Village Clerk

**RACINE COUNTY ECONOMIC
DEVELOPMENT CORPORATION**

By: Jenny Trick
Jenny Trick, Executive Director