

RESOLUTION NO. 2019-06

RESOLUTION AUTHORIZING THE VILLAGE OF CALEDONIA TO ENTER INTO A CONTRACT WITH THE RACINE COUNTY ECONOMIC DEVELOPMENT CORPORATION FOR ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE FOR 2019

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 2019.

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 2019 as set forth in Exhibit A which is attached hereto and incorporated herein, at a cost of \$40,000 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 said contract shall be taken equally from TID #3 and TID #4.

Adopted by the Village Board of the Village of Caledonia, Racine County, Wisconsin, this 21st day of January, 2019.

VILLAGE OF CALEDONIA

By: James R. Dobbs
James R. Dobbs, Village President

Attest: Karie Torkilsen
Karie Torkilsen, Village Clerk

December 21, 2018

Jim Dobbs
Village President
Village of Caledonia
5043 Chester Lane
Caledonia, WI 53402

RE: 2019 Economic Development Agreement

Dear Mr. Dobbs:

This letter is intended to serve as an agreement between the Village of Caledonia, hereinafter the "Village," and the Racine County Economic Development Corporation, hereinafter the "RCEDC." In accordance with this agreement, the RCEDC will continue to provide economic development technical assistance to the Village to implement the activities set forth in this agreement. The assistance provided by RCEDC will be coordinated on a day-to-day basis with the appropriate Village staff and, with regard to 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 the Village, through interagency cooperation and services provided by the RCEDC.

AGREEMENT

The RCEDC agrees to provide direct economic development technical assistance to the Village in accordance with the adopted Racine County Economic Development Plan, as well as any economic development objectives promulgated by the Village Board. The RCEDC will assign an economic development professional to the Village. This person will act as the Village's economic development advocate and the lead staff person for assistance being provided to the Village. The lead staff, together with other RCEDC and Village staff members will expend his/her best efforts to promote economic development including the recruitment, retention and expansion of business within the Village.

Throughout the balance of the agreement, it should be noted that there are three primary categories of assistance – activities provided directly from RCEDC; activities that RCEDC is a collaborative partner;

and activities that RCEDC tracks to determine the health of Racine County. All of these activities are captured in the RCEDC work plan as shown in the attached Snapshot document.

The economic development services to be provided by RCEDC will consist of the following:

I. RCEDC Direct Role – Business Development

A. RCEDC will develop and implement community and economic development programs, with priority on 1st and 2nd stage businesses (less than 100 employees) that result in the retention and creation of jobs and increase the tax base in Racine County.

1. RCEDC will recruit 10 new companies to Racine County;
2. RCEDC will provide direct assistance to 18 expanding Racine County companies;
3. RCEDC will market and administer micro-funding grant programs to Racine County businesses and facilitate 25 grant applications;
4. RCEDC will provide financial assistance (loans, grants and facilitate state and local incentives) that support job creation with a goal to create and or retain 550 jobs in Racine County;
5. RCEDC will provide technical and financial assistance to projects that result in private investment and new construction with a goal to facilitate \$71 million in new investment of which \$40 million will be new construction;
6. RCEDC will provide technical and financial assistance to projects that on average result in jobs created and or retained with average wage levels of \$20/hour or greater;
7. RCEDC will provide technical and financial assistance to projects that result in the receipt of local and state incentives that total \$2 million;
8. RCEDC will provide financial assistance to projects that result in a total of \$7,426,400 in new RCEDC loans;
9. RCEDC will measure the average percentage of RCEDC loan recipients' revenue growth after business financing was provided with a goal to see 10% revenue growth;
10. RCEDC will generate 90 new prospects with the goal of converting 30% of the prospects into projects;
11. RCEDC will complete 200 outreach calls and visits to businesses and intermediary parties (lenders, real estate professionals, etc.);
12. RCEDC will launch or fund one new program; and
13. RCEDC will provide technical and financial assistance to economically disadvantaged projects with a goal to assist a minimum of 5% of the total number of projects.

B. RCEDC will provide technical assistance to communities on a number of major, multi-year projects including the following:

1. Highway K business park development (Caledonia);
2. Long range planning and public utility expansion (Yorkville);
3. Implementation of development transparency and expedited plan reviews (Racine County);

4. Expansion of Business and Manufacturing Park (Burlington);
 5. Redevelopment of Highway 11 Commercial Corridor (Sturtevant);
 6. Redevelopment of Rootworks area (Racine);
 7. Redevelopment of Uptown area (Racine);
 8. Support to Foxconn, its Supplier Companies, Innovation Center and related activities (Mount Pleasant, Racine, and Racine County);
 9. Racine County State of the Area Report (Western Racine County);
 10. Residential development (multi-family, townhouses, condos, etc.) (Racine County);
 11. Talent recruitment and Greater Racine County website and related marketing (Racine County).
- C. In addition to the above, RCEDC will assist Village businesses via direct contact or referrals from the President and Administrator and report findings to the President. When meeting with local companies, RCEDC staff will provide information on existing State, federal and local economic development resources that may assist the needs of local businesses. These programs include low-interest loans, tax credit programs, grants and workforce development assistance.
- D. Provide assistance through the development of customized proposals to businesses interested in establishing a location within the Village per direct contact or referral from the President or Village Leadership. This activity includes providing copies of such proposals, when requested, to the President and Village Administrator, as well as a status report on such businesses as part of this agreement's semi-annual reports, coordinating regular meetings with the President and Village Administrator, and maintaining a periodic business follow-up procedure.
- E. Provide written and verbal semi-annual reports to the President, Village Board and Village Administrator. This activity will include a summary of the activities conducted during the reporting period.

II. RCEDC Direct Role - Marketing

- A. RCEDC will play an active role in positioning Racine County as a preferred location to do business, work and live through a variety of ways:
1. Attend domestic tradeshows and events for the purpose of recruiting new investment and businesses to Racine County;
 2. Maintain membership and regularly attend Chicago Area Industrial Real Estate (AIRE) networking functions;
 3. Maintain membership and regularly attend Milwaukee's NAIOP Commercial Real Estate Development Association and Commercial Association of Realtors Wisconsin (CARW) networking functions;

4. Actively engage in social media and publish e-newsletters on economic development activities and events;
5. Host a minimum of four educational networking events including the annual meeting;
6. Author media articles featuring Racine County economic development issues;
7. Update RCEDC, BLP and Greater Racine County websites, marketing materials and social media platforms with projects, local company news and national and international articles of business interest;
8. Feature local project successes on the RCEDC and BLP websites; and
9. Coordinate Greater Racine County (www.GreaterRacineCounty.com) messaging, social media and related with the goal to increase the number of people living and working in Racine County.

III. RCEDC Direct Role - Talent

At no other time have there been greater concerns about the talent shortfall than now. With historically low unemployment rates, businesses expanding, new companies establishing locations in Racine County, historically large construction projects underway and planned and Foxconn's hiring responsibilities, this subject demands more resources—so RCEDC will be dedicating financial resources to this effort in 2019. In addition, Racine County will begin a workforce development strategic plan in January 2019.

- A. RCEDC will work in partnership with Racine County in the creation of a county-wide workforce development strategic plan and to support this initiative, RCEDC will allocate funding to add a staff person dedicated to talent recruitment activities. The effort will result in a strategic plan to align Racine County workforce development resources to benefit Racine County residents and employers.
- B. RCEDC in partnership with Racine County and Real Racine will implement the Greater Racine County talent recruitment initiative, including the management of the newly developed www.GreaterRacineCounty.com website which includes a local job board, videos, and a robust marketing strategy to attract talent to Racine County by providing critical information to individuals and families relocating to southeast Wisconsin on why Racine County is a great place to live and work. This marketing initiative will work in companion with WEDC's talent attraction campaign.

IV. RCEDC Direct Role - Business Finance

- A. Through business retention and recruitment activities, provide existing and potential businesses with information and assistance relative to available State, federal and local business development financing programs. This activity includes providing business loans to businesses utilizing appropriate RCEDC business finance staff to develop loan applications.

V. RCEDC Collaborative Role

- A. Coordinate the Village's economic development initiatives with, but not limited to, the following agencies:
- Gateway Technical College
 - Milwaukee 7
 - Real Racine
 - Southeastern Wisconsin Regional Planning Commission
 - U.S. Economic Development Administration
 - U.S. Small Business Administration
 - UW-Parkside and its Small Business Development Center
 - Wisconsin Economic Development Corporation
 - Wisconsin Department of Administration
 - We Energies

VI. RCEDC Data Inventory

- A. RCEDC will measure the well-being of Racine County by compiling relevant data including demographic, development, workforce, other business related factors and work with partner organizations to mitigate challenges, by tracking factors such as:
1. Per capita income in Racine County and annual change;
 2. Median earnings by industry sector and annual change;
 3. Age distribution in workforce;
 4. Crime incidents and annual change;
 5. Employment by major industry classification and annual change;
 6. In/out commuting patterns, total and by industry;
 7. Total annual wages by major industry sectors and annual change;
 8. Number of industrial acres available for development;
 9. Number of municipal-identified infill sites, percentages ready for development and percentage change;
 10. Change in equalized value of Racine County & contract communities;
 11. Commercial and industrial vacancy absorption rates;
 12. Residential market (number of homes sales and median sales prices);
 13. Manufacturing activity indicators; and
 14. Inventory level indicators.

VII. Caledonia/RCEDC Special Projects

- A. Support redevelopment planning and marketing of key sites in the Village, including 7017 Douglas Avenue (former Brass Rail Restaurant) and 5945 Erie Street (Western Publishing) and 5915-5919 Erie Street (Olympia Brown Elementary School).
- B. Work closely with the Village's new Development Director to coordinate and implement economic development activities in the Village.

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, 2019 to December 31, 2019. The cost to the Village of Caledonia for this assistance is \$40,000. 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 the Village. Neither RCEDC nor any of its officers, employees, or agents shall be considered to be an employee of the Village 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 the Village. In addition, RCEDC hereby holds harmless the Village 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 the Village of 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

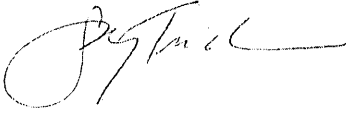
Notices under this agreement shall be mailed by registered mail to the Village President and Village Administrator, 5043 Chester Lane, Caledonia, WI 53402, for the Village, and to Jenny Trick, Executive Director, 2320 Renaissance Blvd., Sturtevant, WI 53177, for RCEDC, or shall be personally served on 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 on Page Six 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 24th day of January, 2019.

VILLAGE OF CALEDONIA

By: Sam Roberts
Title: VILLAGE PRESIDENT

**RACINE COUNTY ECONOMIC
DEVELOPMENT CORPORATION**

By: Jenny Trick
Title: Executive Director
Jenny Trick, Executive Director