

RESOLUTION NO. 2020-08

RESOLUTION AUTHORIZING THE VILLAGE OF CALEDONIA TO ENTER INTO A CONTRACT WITH THE RACINE COUNTY ECONOMIC DEVELOPMENT CORPORATION FOR ECONOMIC DEVELOPMENT TECHNICAL ASSISTANCE FOR 2020

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 2020.

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 2020 as set forth in Exhibit A which is attached hereto and incorporated herein, at a cost of \$41,200 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.

3rd Adopted by the Village Board of the Village of Caledonia, Racine County, Wisconsin, this day of February 2020.

VILLAGE OF CALEDONIA

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

Attest: Karie Pope
Karie Pope, Village Clerk



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January 20, 2020

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

Dear Mr. Dobbs:

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 and community development technical assistance to Caledonia. Such assistance 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 community and 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 and community 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, Business Development Manager, as the economic development staff person to Caledonia who will act as the Village's economic development advocate, in partnership with other RCEDC staff, and will expend best efforts to promote business recruitment, business retention and expansion, community development and business finance resources to support Caledonia and its companies.

Throughout the balance of the agreement, it should be noted that there are four primary categories of assistance that are provided by RCEDC including Special Projects specific to Caledonia.

All of these activities are captured in the RCEDC work plan as shown in the attached Snapshot document.

I. RCEDC Direct Role – Business Growth

- A. Throughout 2020, RCEDC will assist business expansion projects with financial and technical resources that when successfully implemented result in the creation and retention of jobs and increased tax base in Racine County. This will be accomplished by completing the following:
1. RCEDC will provide direct assistance to 57 companies with loans, grants, and/or incentives that result in the creation and/or retention of 280 jobs that pay an average of \$20/hour or greater;
 2. RCEDC will provide technical and financial assistance to projects that result in private investment and new construction to facilitate \$95 million in new investment of which \$44 million will be new construction;
 3. RCEDC will provide financial assistance to projects that result in a total of \$13 million in new RCEDC loans;
 4. RCEDC will generate 245 new prospects with the goal of converting 10% of the prospects into projects;
 5. RCEDC will complete 465 outreach calls and visits to businesses and intermediary parties (lenders, real estate professionals, etc.);
 6. RCEDC will launch or fund two new programs; and
 7. RCEDC will provide technical and financial assistance to economically disadvantaged projects with a goal to assist 35% of the total number of projects.
- B. In addition to the above, RCEDC will assist Village businesses via direct contact or referrals from the Village President and Village Administrator and report findings to the Village 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.
- C. 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 Village President or Village Leadership. This activity includes providing copies of such proposals, when requested, to the Village President and Administrator, as well as a status report on such businesses as part of this agreement's semi-annual reports, coordinating regular meetings with the Village President and Administrator, and maintaining a periodic business follow-up procedure.
- D. Provide written and verbal semi-annual reports to the Village President, Village Board and Village Administrator. This activity will include a summary of the activities conducted during the reporting period.

II. RCEDC Direct Role - Talent Recruitment

At no other time has there been a greater concern about the talent shortfall than now. With historically low unemployment rates, combined with businesses expanding, new companies establishing locations in Racine County, and large construction projects underway and planned, this subject required RCEDC to dedicate financial and personnel resources to meet local employers' needs.

- A. RCEDC, in partnership with Racine County and Real Racine will continue to implement the Greater Racine County talent recruitment initiative, including the management of the www.GreaterRacineCounty.com website which serves as a portal for new Racine County residents and employees and includes information on communities, employment opportunities, videos, and a robust marketing strategy to attract talent to Racine County. The measurable outcomes will include the following:
- Number of companies posting job opportunities on the job board – increase from 67 (1/1/2020) to 130;
 - Percentage growth of engagement from digital marketing campaign – increase by 20%;
 - Implement a series of talent engagement events that include community tours, employer networking and direct hiring activities that result in 50 direct contacts with talent, placement and community acclimation to 15.

III. RCEDC Leadership and Relations

- A. Throughout 2020, RCEDC leadership will manage the financial resources of the organization with a goal to maintain private investment and investors, diversify its leadership and utilize excess revenues in a manner consistent with its mission. The measurable outcome will include the following:
- Launch two new programs to support business growth;
 - Host and/or sponsor 12 events to support business growth;
 - Coordinate and host technical training series on real estate and development focused topics for municipal leadership;
 - Work toward increasing revenues or reducing expenses to result in excess revenues of \$50,000 that can be used for operations and new programs;
 - Secure \$170,000 in private investment to used for operations and new programs;
 - Secure diverse RCEDC leadership (Loan Committees, Leadership Council and Board of Directors) with three new leaders that are women or ethnic minorities.

IV. 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 7017 Douglas Avenue; 5945 and 5915-5919 Erie Street; Kmart; 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, 2020 to December 31, 2020. The cost to the Village of Caledonia for this assistance is \$41,200. 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.

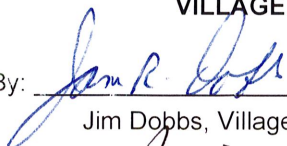
Sincerely,

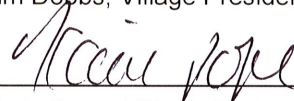


Jenny Trick, Executive Director

IN WITNESS WHEREOF, the parties hereto have executed this agreement on the 3rd day of February, 2020.

VILLAGE OF CALEDONIA

By:  _____
Jim Dobbs, Village President

Witness:  _____
Karie Pope, Village Clerk

**RACINE COUNTY ECONOMIC
DEVELOPMENT CORPORATION**

By:  _____
Jenny Trick, Executive Director