

**RESOLUTION 2022-14
(3-15-2022)**

RESOLUTION BY THE ADMINISTRATION, PERSONNEL, POLICY AND LEGAL COMMITTEE OF THE VILLAGE OF STURTEVANT AUTHORIZING ENTERING INTO A ONE YEAR AGREEMENT WITH THE RACINE COUNTY ECONOMIC DEVELOPMENT CORPORATION IN REGARD TO ECONOMIC DEVELOPMENT SERVICES FOR 2022

WHEREAS, the Racine County Economic Development Corporation provides business recruitment, business retention and expansion and community engagement services for the Village of Sturtevant; and

WHEREAS, various municipalities in Racine County contribute financially to RCEDC for these services; and

WHEREAS, the Village of Sturtevant has been utilizing the services RCEDC offers for many years; and

WHEREAS, it is important to have RCEDC providing economic development services to the Village of Sturtevant.

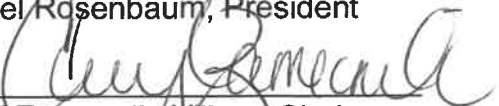
NOW THEREFORE, the Village Board of the Village of Sturtevant, Racine County, Wisconsin does hereby resolve:

1. That the execution of one-year agreement with the Racine County Economic Development Corporation which provides for provision of economic development services to the Village of Sturtevant at a cost of \$41,200 per year beginning on January 1, 2021 is authorized and approved.
2. That the Village President and the Village Clerk are authorized to sign any agreements or other documents necessary to carry out the intent of this resolution.
3. That the funds for said contract shall be taken from two accounts in the amounts of: \$10,300 from Fund 101 taken from account 101-51300-291 and \$30,900 from Fund 204 taken from account 204-51300-291.

Adopted by the Village Board of the Village of Sturtevant, Racine County, Wisconsin, this 15th day of March 2022.

Village of Sturtevant

By 
Michael Rosenbaum, President

Attest 
Cheryl Zamecnik, Village Clerk

February 17, 2022

President Rosenbaum
Members of the Village Board
Village of Sturtevant
2801 89th St
Sturtevant, WI 53177

Dear President Rosenbaum and Members of the Village Board:

This letter is intended to serve as a letter agreement between the Village of Sturtevant, hereinafter referred to as "Sturtevant" 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 Sturtevant. Such assistance will be coordinated on a day-to-day basis with the Administration and, with regard to policy-related issues coordinated with the President, Administrator, 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 Sturtevant, through interagency cooperation and services provided by the RCEDC. In particular, this Agreement will result in the provision of technical assistance relative to Sturtevant's initiative to conduct various development and redevelopment projects in the central business district and its environs.

AGREEMENT

The RCEDC agrees to provide direct economic and community development assistance to Sturtevant in accordance with the objectives promulgated by the President, Village Board and Administration. The RCEDC has assigned Jordan Brown, Business Recruitment Specialist as the economic development staff person as the lead with direct support provided by Carolyn Engel, Business Finance Manager and Jenny Trick, Executive Director. Mr. Brown will act as the Village's economic development advocate, in partnership with other RCEDC staff, and will expend best efforts to promote business retention and expansion, business recruitment, talent attraction, community development and business finance resources to support Sturtevant and its companies.

This agreement is broken into three sections. First, RCEDC's 2022 strategic plan focuses efforts to deliver financial and technical resources in the Village and throughout Racine County as described in Sections I-IV. Second, RCEDC is responsible to administer the Village of Sturtevant's loan program (Section V), and third, the Village leadership has assigned a number of special projects to RCEDC to

complete (Section VI). The RCEDC Board of Directors adopted the 2022 RCEDC Strategic Plan at its December 2021 meeting.

All of the goals have measurable outcomes and are shown in the attached Snapshot document. In addition to the monthly scheduled meetings and ongoing communications, RCEDC will deliver written and if allowed, verbal semi-annual reports to the President, Village Board, and Administrator.

I. Business Retention and Expansion

Existing businesses are the primary source of job creation in the local economy. In 2010 RCEDC established a Business Retention & Expansion Call Program to meet one-on-one with business owners throughout Racine County. The primary objective, through one-on-one meetings, is to identify and address the needs of businesses to facilitate growth and expansion that leads to new jobs and capital investment.

In 2022, RCEDC's Business Retention and Expansion activities will:

- a. Engage with Racine County's existing businesses through an active outreach program to support retention and expansion needs. 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.
 - Through an active outreach program, RCEDC will support Sturtevant's Strategic Plan action item: Boutique business environment that supports local entrepreneurs by informing businesses of available funding for operations and exterior improvements
- b. Provide business loans and grant programs to meet the needs of Racine County businesses, including an emphasis on supporting Disadvantaged Business Enterprises .
- c. Enhance the likelihood of new "homegrown" success stories by dedicating time and resources to "economic gardening" programs to grow second stage businesses (10-99 employees) through programs such as the CEO Roundtable, Talent Roundtable, and Living as a Leader.
- d. Stabilize and support small business growth by launching the Coaching Board, to support and grow late-first stage and early-second stage (5-40 employees) businesses.

II. Business Recruitment

Racine County is a highly competitive location for production and distribution of goods. Business recruitment activities will leverage Racine County's location in the Chicago-Milwaukee corridor and assets such as connectivity to transportation networks, quality and quantity of water, competitive cost

of living and doing business, access to experienced professional economic development staff, and strong workforce to attract new industrial, residential and commercial development to grow the local tax base and facilitate job creation. In 2022, RCEDC's business recruitment activities will:

- a. Through an active outreach program to real estate professionals, developers and site selectors, position Racine County's assets in a manner to attract new development and investment. These actions may be done independently or in partnership with WEDC and Milwaukee 7.
- b. In partnership with Foxconn and Racine County municipalities, work cooperatively to pursue new development in the Wisconsin Valley Science and Technology Park and other business parks in Racine County.
- c. In support of our local communities, support the recruitment and development of new residential development.
- d. Through the provision and administration of business loans and incentives, support recruitment efforts.
- e. 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.

III. Talent Attraction

Talent supply is vitally important to any community's long-term competitiveness. RCEDC will continue to market Racine County to individuals seeking employment through the Greater Racine County (GRC_ talent initiative. This marketing initiative was developed in 2019 to promote Racine County as a great place to work and live. The GRC website hosts company profiles and available employment opportunities. These companies and jobs are promoted within Racine County as well as to targeted markets in northern Illinois.

In 2022, RCEDC's talent attraction activities will continue to do the following:

- a. Increase awareness of Racine County as a prime location to visit, work and live through the Greater Racine County website (www.GreaterRacineCounty.com) and social media.
- b. Continue to partner with local coalition of manufacturers to promote Racine County as a manufacturing hub, resulting in increased awareness of job opportunities in manufacturing and quality of life assets in Racine County with a long-term goal of attracting new manufacturing talent to Racine County.
- c. Promote the Greater Racine County website as the "front door" for talented people considering a relocation to Racine County. Through outreach to local employers and HR professionals, identify near- and long-term workforce needs of primary industries in Racine County.

- d. Based on the feedback resulting from outreach initiatives, advise workforce training and educators of the findings.
- e. Working with tri-county (Racine, Kenosha, Walworth) higher education institutions, identify and implement opportunities to engage and retain local graduates in Southeast Wisconsin.
- f. Through the RCEDC led HR Roundtable and the tri-county higher education program, RCEDC will support Sturtevant's Strategic Plan action item: Maximize local talent to grow and maintain businesses

IV. Community Development

Quality of place plays a significant role in community and economic development, particularly when it comes to talent attraction and retention. Research shows that community attachment is heavily influenced by factors such as how a place looks and the availability of opportunities and places to socialize. Additionally, many talented and educated workers are increasingly attracted to various types of communities in which they do not have to use a car to access shops, restaurants or even jobs. In 2022, Community Development efforts will include:

- a. Assist municipalities with implementation of special projects that support short and long-term development goals that result in higher tax base, more jobs, and residents.
- b. Tourism is economic development and often the first occasion to showcase Racine County as a place to potentially live and work. RCEDC will continue to commit personnel and funding to promoting Racine County and encourage visitors to experience all the assets of Racine County so that if a job opportunity occurs, the acceptance is more likely given the positive experience.

V. RCEDC - Business Finance, Sturtevant Specific Activity

RCEDC will act as the Sturtevant Revolving Loan Fund (RLF) and grant program administrator expected to be established in 2022. The services to be provided by the RCEDC include marketing, underwriting, closing and servicing the Sturtevant RLF loans and grants. In addition to the Sturtevant RLF and grant programs, RCEDC will also market all other available loan and grant programs to Sturtevant businesses.

Specific to the Sturtevant RLF program, RCEDC's services will include the following:

- A. Review and revision of the RLF Policies and Procedures Manual, as needed, subject to Village Board approval.
- B. Ongoing evaluation of the amount and use of funds for business grants as deemed appropriate by the Village Board.
- C. Preparation of the appropriate marketing plan and marketing materials to promote the program.
- D. Implementation of the marketing plan.

- E. Meetings with potential applicants to inform them of the benefits of the RLF program.
- F. Screening of applications relative to their eligibility for the RLF program.
- G. Working with eligible businesses in the preparation of applications to the RLF program and the review of these application materials for any deficiencies.
- H. Approval of all RLF loan applications following RCEDC's formal review process.
- I. Recommendations to Village Board relative to grants that qualify for the RLF program.
- J. Coordination of all loan closings.
- K. Annually risk rating all loans in the portfolio to evaluate the level of risk for the loans.
- L. Meet with loan recipients during the term of their loans to identify how the business is performing and refer to other resources available to support or help grow their business.
- M. Collection of monthly payments and monitoring of the projects for compliance with program requirements and all other terms of the loans. This includes monitoring for compliance with committed company investments in business growth and jobs as part of the terms of their loans.
- N. In performing the work for this contract, the RCEDC agrees to adhere to the following:
 - 1. Civil Rights Act of 1964. Under Title VI of the Civil Rights Act of 1964, no person shall, on the grounds of race, color or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
 - 2. Section 109 of the Housing and Community Development Act of 1974. No person in the United States shall, on the grounds of race, color, national origin, sex, age or handicap be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.
 - 3. Coordinate the Village's RLF program with other State and federal business loan programs in order to ensure the lowest cost business financing for the customer.

RCEDC 's finance staff, Business Lending Partners, also administers other loan and grant programs making them available to Village of Sturtevant businesses including:

- A. The Racine Development Group loan program funded through financial institutions and private corporations including RCEDC cash reserves to provide gap financing to businesses and real estate projects;
- B. The ZERO Loan Program established through federal dollars to help with recovery of local businesses and the economy from the impact of COVID 19 pandemic;
- C. The Greater Racine County RLF established to support business with some connection to the Foxconn project;
- D. The U.S. Small Business Administration 504 loan program for large equipment, building expansion projects and refinancing;

- E. The RXR RLF loan program established with RCEDC cash reserves to support small business microloans of typically up to \$100,000;
- F. The Racine County Matching Grant Program; and
- G. The Racine County CDBG-CV Grant Program for small businesses (5 or less employees) impacted by the Covid pandemic and that qualify as low-to moderate income.

VI. RCEDC Special Projects, Sturtevant Specific Activities

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

- A. Work in conjunction with Colliers and the Village to market Village owned lands
- B. Market and administer the Village RLF and grant programs
- C. Facilitate Village-identified redevelopment projects in Tax Increment District #4

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, 2022 to December 31, 2022.

The cost of this assistance to the Village of Sturtevant remains unchanged for 2021 at \$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 Sturtevant. Neither RCEDC nor any of its officers, employees, or agents shall be considered to be an employee of Sturtevant 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 Sturtevant. In addition, RCEDC hereby holds harmless Sturtevant 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.

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 President and Village Administrator, 2801 89th St., Sturtevant, WI 53177 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 of 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,

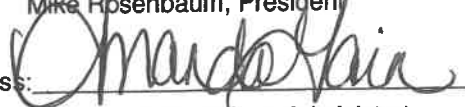


Jenny Trick, Executive Director

IN WITNESS WHEREOF, the parties hereto have executed this agreement on the 16th day of March, 2022.

VILLAGE OF STURTEVANT

By: 
Mike Rbsenbaum, President

Witness: 
Amanda Gain, Village Administrator

AS approved with Resolution 2022-14

**RACINE COUNTY ECONOMIC
DEVELOPMENT CORPORATION**

By: 
Jenny Trick, Executive Director

2022 RCEDC Strategic Plan

Goal: Facilitating business expansion projects with financial and technical resources that when successfully implemented result in the creation and retention of jobs and new tax in Racine County. Said quite simply, Grow good paying jobs and tax base in Racine County.

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

Strategy		2022 Annual Goals	2022 Actual	2022 % of Target	Status
1.	Business Retention & Expansion				
a.	Technical Assistance	250			
b.	Leadership Training Programs	4			
c.	Outreach	405			
d.	Total Businesses Assisted (Includes Businesses receiving LoansRLF, Grant and SBA 504)"	115			
	Total Private Investment	\$100,000,000			
	Total Construction Investment	\$50,000,000			
e.	Businesses Assisted through Lending, Grants and Incentives*	68			
	RLF Loan and Grant Amounts ⁸	\$3,020,000			
f.	Businesses Assisted through SBA 504"	47			
	SBA Loan Amounts	\$28,800,000			
	* Totals contained in 1 d. include all businesses assisted in 1.e and 1.f.				
2.	Business Recruitment				
a.	Outreach Activities to Real Estate Professionals, Developers and Site Selectors	50			
b.	Businesses Assisted in Business Park Development	4			
c.	Residential Development Projects	2			
d.	Business Recruitment Marketing (Direct Marketing Campaigns)	2			
3.	Talent Attraction				
a.	Increase awareness of GRC through website and social media-2022	2,220 visitors/month; 2,410 Social Media			
b.	Digital Manufacturing Campaign	Social: 100,000 impress/month			
c.	Front Door to Talent: Engage local employers and HR professionals (Business Profiles/Job Posts Monthly)	130/400			
d.	Feedback to Partners on Talent Demand and Programming (Quarterly Communications)	4			
e.	Partner with regional higher education institutions to engage and retain young talent	1			

Strategy		2022 Annual Goals	2022 Actual	2022 % of Target	Status
4.	Community Development				
a.	Assist contract communities with implementation of special projects	8			
b.	Explore.Work.Live.	Build on Visit/Explore messaging in GRC website			
5.	Leadership				
a.	Program Review	Inventory programs and activities, determine measure of effectiveness and success			
b.	Internal Talent Development Initiative	Refresh individual professional development plans to retain and attract RCEDC staff			
c.	Private Contribution	\$160,000			
d.	Diverse Leadership	3			
e.	Sound reputation	Sound financial planning; progressive work culture; retain positive reputation			