

**RESOLUTION 2023-14  
(3-21-2023)**

**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 2023**

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.

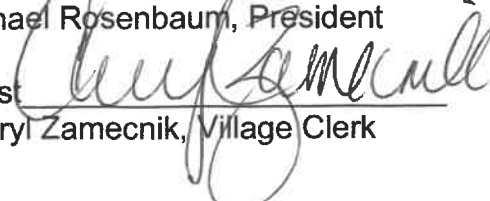
NOW THEREFORE, the Village Board of the Village of Sturtevant, Racine County, Wisconsin does hereby resolve:

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, 2023 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 21<sup>st</sup> day of March 2023.

Village of Sturtevant

By   
Michael Rosenbaum, President

Attest   
Cheryl Zamecnik, Village Clerk

January 9, 2023

President Rosenbaum  
Members of the Village Board  
Village of Sturtevant  
2801 89<sup>th</sup> 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, regarding 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 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 attraction, talent attraction, community development and business finance resources to support Sturtevant and its companies.

This agreement is broken into three sections. First, RCEDC's 2023 strategic plan focuses efforts to deliver financial and technical resources in the Village and throughout Racine County as described in Sections I-VI. Second, RCEDC is responsible to administer the Village of Sturtevant's loan program (Section VII), and third, the Village leadership has assigned a number of special projects to RCEDC to complete (Section VIII). The RCEDC Board of Directors adopted the 2023 RCEDC Strategic Plan at its December 2022 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 implemented 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, and to inform the municipality of any concerns or opportunities.

In 2023, RCEDC's Business Retention and Expansion activities will include the following:

- 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.
- b. Provide business loans and grant programs to meet the needs of Racine County businesses, including an emphasis on supporting Disadvantaged Business Enterprises (DBEs).
- c. Enhance the likelihood of new "homegrown" success stories by dedicating time and resources to "economic gardening" programs to small and mid-sized businesses (5-100 employees) through programs such as the CEO Roundtable, and Living as a Leader.

## **II. Business Attraction**

Racine County is a highly competitive location for businesses. RCEDC's business attraction 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 access to talent in the area needed to attract new industrial, residential and commercial development to grow the local tax base and facilitate additional job creation.

In 2023, RCEDC's business attraction 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 Racine County municipalities, work cooperatively to pursue new development in the Wisconsin Innovation 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 and Development**

Talent supply is vitally important to any community's long-term competitiveness. RCEDC will continue to market Racine County to those seeking employment by promoting the Greater Racine County talent initiative. This marketing initiative was developed in 2018 and includes a job board featuring local employers, promotional

materials about communities, and local housing developments, with more video content and resources added each year.

In 2023, RCEDC's talent attraction activities will include:

- a. Promoting the Greater Racine County website ([www.GreaterRacineCounty.com](http://www.GreaterRacineCounty.com)) as the "front door" for talent considering a relocation to Racine County and offer support to employer's efforts to attract talent to Southeast Wisconsin.
- b. Through outreach to local employers and HR professionals, identify near-and long-term workforce needs of primary industries in Racine County. Facilitate best practice sharing and resource connections to increase businesses' success to attract and retain talent during outreach visits and talent-related events.
- c. Partner with local coalition of manufacturers to brand Greater 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.
- d. Based on the feedback resulting from outreach initiatives, advise workforce training and educators of the findings.
- e. Working with regional higher education institutions, identify and implement opportunities to engage and retain young talent in Southeast Wisconsin.

#### **IV. Entrepreneurship**

Start-up and small businesses contribute to a prosperous community, spurring innovation, encouraging business diversity, and creating job opportunities. Increased requests for assistance from start-up and small businesses, especially women-owned and ethnic-minority-owned businesses, to RCEDC suggest an opportunity to broaden resources and better connect entrepreneurs in Racine County to increase businesses' near- and long-term success.

In 2023, RCEDC's Entrepreneurship activities will include:

- a. Work with existing partners to identify initiatives that are successfully increasing the positive outcome of start-ups and small businesses with the goal to deliver these initiatives in Racine County.
- b. Increase awareness of entrepreneurial resources available to start-up and entrepreneurial businesses, especially women, ethnic minority, and veteran-owned businesses, in Racine County.

## **V. 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 2023, Community Development efforts will include:

- a. In partnership with Racine County Executive, work with local municipalities and partners to identify needs and barriers to encourage community development.
- b. Assisting municipalities with the implementation of special projects that support short and long-term development goals that result in higher tax base, more jobs, and more residents.
- c. Continue to support Racine County's Convention & Visitor Bureau (currently known as Real Racine) in a manner consistent with the adopted Management & Administrative Services Agreement between RCEDC and Real Racine.

## **VI. Promotion and Marketing**

Racine County is home to amazing businesses that generate tax base, spur new development, and offer employment opportunities for talent. RCEDC's strategic promotion and marketing activities are integral to businesses accessing financial and technical resources as well as new talent to their businesses. Promotion and marketing efforts include the development of promotional materials and presentations, maintaining RCEDC's website and social media platforms, hosting of events, and sharing of success stories enable RCEDC staff to connect with our customers and partners to facilitate development projects across our service area.

In 2023, RCEDC's promotion and marketing activities will include:

- a. Showcase financial and technical resources available to assist existing businesses through RCEDC and BLP's website and social media channels and promotion of business success stories.

- b. Promote positive engagement with RCEDC contributors, businesses, lenders, and community partners by hosting events that inform, connect, and celebrate successful projects.
- c. Support Business attraction efforts by positioning Racine County as the premier location for new business development through hard copy and digital marketing campaigns, sharing the benefits of a Racine County location to developers, site selectors, real estate professionals and businesses seeking to invest in Southeast Wisconsin.
- d. Increase awareness of Racine County as a prime location to visit, work, and live through the Greater Racine County website and social media. Highlight the breadth of local job opportunities, quality of life, as well as racial, ethnicity and cultural diversity. Seek opportunities for increased funding to accelerate results and seek to partner with local employers and residential developers to highlight assets and opportunities.
- e. Tourism is economic development and often the first occasion to showcase Racine County as a place to potentially live and work. Coordinate promotional efforts with partner organizations, including Real Racine, Chambers of Commerce, local municipalities, and others to encourage more visitors that can experience all the assets of Racine County so that if a job opportunity occurs, the acceptance is more likely given the positive experience.

## **VII. RCEDC - Business Finance, Sturtevant Specific Activity**

RCEDC staff, through its finance specialty area doing business as Business Lending Partners (BLP) has been designated as the Sturtevant Revolving Loan Fund (RLF) and grant program administrator since the establishment of the program in 2022. Ongoing loan and grant fund administration activities will include the following for the active loans in the portfolio and for future lending or business incentive projects:

- 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. Review and 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. Servicing actions will be considered by the RCEDC consistent with RCEDC policies;
- N. 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.
- O. RCEDC will report on RLF program activities as part of its report on economic development activities to the Village;
- P. 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 administers other loan and grant programs making them available to Village of Sturtevant businesses including:



- The Racine Development Group loan program;
- 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;
- The Greater Racine County RLF established to support business with some connection to the Foxconn project;
- The U.S. Small Business Administration 504 loan program for fixed asset projects;
- The RXR RLF loan program established with RCEDC cash reserves to support small business microloans of typically up to \$100,000;
- The Racine County Matching Grant Program.

### **VIII. 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, 2023 to December 31, 2023.

The cost of this assistance to the Village of Sturtevant remains unchanged for 2023 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.

The cost to administer Sturtevant's RLF program includes marketing, servicing and administering the Sturtevant RLF Program will be paid from the interest paid by RLF loan recipients. Specifically, monthly principal payments from loan recipients will be returned to the RLF fund for relending and monthly interest payments made by loan recipients will be retained by RCEDC to cover a portion of its costs to administer the program.

All RLF loan and grant recipients are directly charged for RCEDC's underwriting through a processing fee, currently 1.5%. Loans up to \$100,000 are charged a closing fee of 1.25% (minimum \$250) for RCEDC's preparation for the loan closings. Legal counsel is used to close larger loans and all out-of-pocket costs are the responsibility of the borrower.

### **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.

### **LIABILITY INSURANCE**

The RCEDC is to carry liability insurance and list Sturtevant 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**

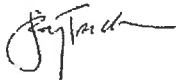
Notices under this agreement shall be mailed by registered mail to the President and Village Administrator, 2801 89<sup>th</sup> St., Sturtevant, WI 53177 for the Village, and to Jenny Trick, Executive Director, 2320 Renaissance Blvd., Sturtevant, WI 53177, for RCEDC, or shall be personally served on either said person 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 \_\_\_\_ day of \_\_\_\_\_, 2023.

**VILLAGE OF STURTEVANT**

By: \_\_\_\_\_  
Mike Rosenbaum, President

Witness: \_\_\_\_\_  
Amanda Gain, Village Administrator

**RACINE COUNTY ECONOMIC  
DEVELOPMENT CORPORATION**

By: \_\_\_\_\_  
Jenny Trick, Executive Director