

Com Item #6

RESOLUTION NO. 2021-xx

July 13, 2021

RESOLUTION BY THE RACINE COUNTY ECONOMIC DEVELOPMENT AND LAND USE PLANNING COMMITTEE RECOMMENDING ADOPTION OF THE COMPREHENSIVE ECONOMIC DEVELOPMENT STRATEGY (CEDS) FOR SOUTHEASTERN WISCONSIN: 2021-2025

TO THE HONORABLE MEMBERS of the Racine County Board of Supervisors:

WHEREAS, the Milwaukee 7 (M7), the Southeastern Wisconsin Regional Planning Commission (SEWRPC) worked in 2020 and 2021 to develop a Comprehensive Economic Development Strategy (CEDS) for the Southeastern Wisconsin Region, which includes the Counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha; and

WHEREAS, the CEDS is a strategic plan for strengthening and diversifying the regional economy and includes a set of goals, strategies, and actions that seek to achieve an overall economic development vision for the Region; and

WHEREAS, in addition to setting forth a strategy for economic growth in the Region, the CEDS is intended to meet the requirements of the U.S. Department of Commerce - Economic Development Administration (EDA) for such work, thereby buttressing efforts to secure Federal funding for projects in the seven-county Region that have a particular focus and impact on economic development, particularly projects that will benefit economically distressed areas; and

WHEREAS, following adoption of the CEDS by the seven County Boards in the Region, SEWRPC would explore designation of the Region as an Economic Development District by the U.S. Department of Commerce – Economic Development Administration: and

WHEREAS, the Board of Directors of the Racine County Economic Development Corporation (RCEDC) has recommended that the County Board adopt the CEDS.

NOW, THEREFORE, BE IT RESOLVED by the Racine County Board of Supervisors:

FIRST: That the Racine County Board of Supervisors supports the regional economic development strategy set forth in the CEDS and hereby adopts the Comprehensive Economic Development Strategy for Southeastern Wisconsin for the period 2021 through 2025.

SECOND: That the Racine County Board of Supervisors supports the formation of an Economic Development District for the Southeastern Wisconsin Region which would align local, county, and regional economic development efforts to carry out the recommendations of the CEDS.

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5 **BE IT FURTHER RESOLVED** that the County Clerk transmit a certified copy of this
6 resolution to the Southeastern Wisconsin Regional Planning Commission (W239 N1812
7 Rockwood Drive, PO Box 1607, Waukesha, WI 53187) within seven (7) days after this
8 resolution is adopted.
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11 Respectfully submitted,

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13 **ECONOMIC DEVELOPMENT & LAND USE
14 PLANNING COMMITTEE**

13 1st Reading _____

15 2nd Reading _____

17
18 **BOARD ACTION**

19 Adopted _____

20 For _____

21 Against _____

22 Absent _____

Tom Hincz, Chairman

Robert D. Grove, Vice-Chairman

Brett Nielsen, Secretary

25
26 Prepared by:
27 Public Works & Development
28 Services Department

Tom Kramer

Jason Eckman

Mike Dawson

Kelly Kruse

38
39 **The foregoing legislation adopted by the County Board of Supervisors of
40 Racine County, Wisconsin, is hereby:**

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42 **Approved:** _____

43 **Vetoed:** _____

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45 **Date:** _____,

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47 _____
48 **Jonathan Delagrave, County Executive**

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51 **The certificate of publication, in compliance with State Statutes, is available at the
52 Racine County Public Works and Development Services Department.**
53 **FISCAL NOTE - NOT APPLICABLE**
54

SOUTHEASTERN WISCONSIN REGIONAL PLANNING COMMISSION

W239 N1812 ROCKWOOD DRIVE • PO BOX 1607 • WAUKESHA, WI 53187-1607 • TELEPHONE (262) 547-6721
FAX (262) 547-1103

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June 10, 2021

Chairperson and Members of the Racine County
Board of Supervisors
c/o Ms. Wendy Christensen, Clerk
Racine County Courthouse
730 Wisconsin Avenue
Racine, WI 53403

To the Chairperson and Members of the
Racine County Board of Supervisors:

The Comprehensive Economic Development Strategy (CEDS) for Southeastern Wisconsin: 2021-2025 has been completed and is being provided to Racine County for consideration for adoption. The report can be accessed at www.sewrpc.org/CEDSReportJune2021. Once adopted, the 2021-2025 CEDS will supplant the currently adopted 2015-2020 CEDS.

The CEDS is a strategic plan for strengthening and diversifying the regional economy and includes a set of goals, strategies, and actions that seek to achieve an overall economic development vision for the Region. Preparation of the CEDS was a cooperative effort by the Milwaukee 7 Regional Economic Development Partnership (M7), including M7's Regional Economic Partnership (REP) working group, and SEWRPC. Jenny Trick, Executive Director of the Racine County Economic Development Corporation (RCEDC), is a member of the REP, together with a representative from each of the other six counties in the Region, the City of Milwaukee, M7, We Energies, and SEWRPC. Strategic planning work conducted and implemented by RCEDC supplements and refines CEDS recommendations for Racine County.

Adoption of the CEDS by the County Board would continue to make the County and local governments in the County with economically distressed areas eligible to apply for grants under U. S. Department of Commerce Economic Development Administration (EDA) Public Works and Economic Adjustment programs, provided the grant project would benefit a distressed area. These programs provide funding for infrastructure projects and revolving loan funds and other business assistance programs, respectively. In addition, other Federal agencies look favorably on joint/regional planning efforts when reviewing proposed projects and grant requests. Approval by all counties in Southeastern Wisconsin could potentially lead to EDA designation of the Region as an Economic Development District (EDD), making it eligible to apply for funding for ongoing economic development activities. Adoption of the sample resolution provided by SEWRPC would also support exploring designation of the Region as an EDD.

The draft CEDS was available for public review and comment from February 22 through March 31 of this year. The CEDS has been revised to address the comments received, which are summarized in Appendix

Ms. Wendy Christensen, Clerk
June 10, 2021
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B of the report. The RCEDC Board of Directors reviewed and endorsed the CEDS at a meeting held on June 1 and will provide a letter of endorsement to the County Board.

It is respectfully requested that your County Board consider adopting the plan. The sample resolution for County Board adoption of the CEDS is enclosed.

Commission staff is working with Julie Anderson, Director of Public Works and Development Services, to schedule a review of the CEDS by the Economic Development and Land Use Planning Committee of the County Board at their meeting scheduled for June 21. Please contact Eric Lynde of the Commission staff at (262) 953-3222 or elynde@sewrpc.org if you have questions about the CEDS or would like hardcopies of the report.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Muhs". The signature is fluid and cursive, written in a professional style.

Kevin Muhs, PE, AICP
Executive Director

KJM/BRM/EDL/CDP/cp
#257897

Enclosure

cc: Ms. Jenny Trick, Executive Director, Racine County Economic Development Corporation
Ms. Laura Million, Deputy Director, Racine County Economic Development Corporation
Mr. Jonathan Delagrave, County Executive, Racine County
Ms. Julie Anderson, Director, Public Works and Development Services (with enclosure)
Mr. Pat O'Brien, President, Milwaukee 7



Comprehensive Economic Development Strategy (CEDDS) for Southeastern Wisconsin: 2021-2025

what is the ceds?

The CEDS is a public/private collaboration to develop a strategy-driven plan for regional economic development. It was led by the Milwaukee 7 Regional Economic Development Partnership (M7) and prepared in collaboration with the Southeastern Wisconsin Regional Planning Commission (SEWRPC), with input from M7's Regional Economic Partnership (REP) and other stakeholders. Once adopted, the 2021-2025 CEDS will supplant the currently adopted 2015-2020 CEDS.



why prepare a ceds?

The U.S. Economic Development Administration (EDA) requires regions to update the CEDS every five years. Adoption of the updated CEDS by a county makes county and local governments in that county with EDA-defined economically distressed areas eligible to apply for grants under the EDA's Public Works and Economic Adjustment programs. These programs provide funding for infrastructure projects and revolving loan funds and other business assistance programs.

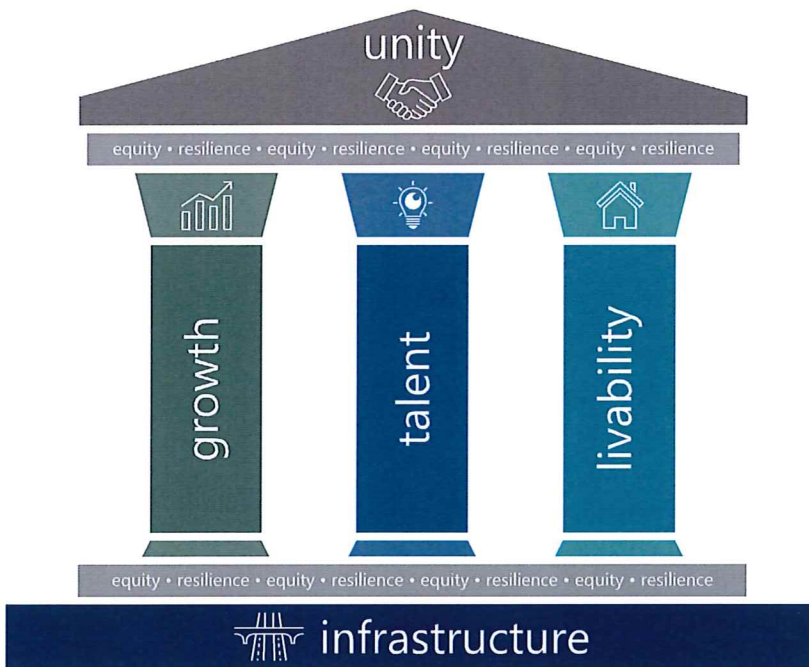
In addition, adoption of the CEDS by each county and SEWRPC enables the Region to apply to EDA for designation as an Economic Development District (EDD). Designation as an EDD would make the Region eligible for support from EDA through its Partnership Planning program to help implement the CEDS, to prepare updates as needed to refine the economic development strategies called for in the CEDS, and to identify and prioritize the actions needed to carry out the strategies. It would also expand eligibility for communities and organizations in the Region to apply for infrastructure and planning project funding from EDA, if they can demonstrate that the project will benefit an economically distressed community.

process to prepare the 2021-2025 ceds

The 2021-2025 CEDS was initiated in 2020 with data collection and analysis for the Summary Background section, which presents the current conditions, historical trends, and future projections affecting the Region's economy. This information was shared in the first round of public/stakeholder involvement in fall 2020, with input helping to identify the regional economy's Strengths, Weaknesses, Opportunities, and Threats (SWOTs). A second round of involvement in spring 2021 obtained feedback on the draft CEDS. M7, SEWRPC, and the REP considered all the feedback and made changes to address that feedback prior to finalizing the CEDS.

the action plan

The Action Plan for the 2021-2025 CEDS includes the economic development vision, goals, and strategies for the Region as well as action steps to achieve the vision/goals and implement the strategies. Informed by the Summary Background, SWOT analysis, stakeholder input, and recent M7 initiatives such as *Prosperity 2025*, the Action Plan is focused around five goals, each with a set of underlying strategies and actions. As depicted in the graphic, the overarching first goal is to **Unify** the Region around a comprehensive approach to economic development based on the three key pillars of **Growth, Talent, and Livability**, all supported through the provision of a modern, efficient regional **Infrastructure**.



Goal 1 (Unity): Unite the Region around a comprehensive, equitable, and ongoing economic development agenda built around the three pillars of Growth, Talent, and Livability

Goal 2 (Growth): Grow, expand, and attract businesses

Goal 3 (Talent): Ensure a qualified workforce that meets the future needs of employers

Goal 4 (Livability): Enhance the Region's quality of life and attractiveness to businesses, residents, workers, and visitors

Goal 5 (Infrastructure): Modernize regional infrastructure to enhance efficiency, cost-effectiveness, and connectivity

Equity and economic resilience are critical components of the CEDS. The Action Plan identifies strategies and actions under each goal that should be prioritized to reduce the Region's significant racial disparities and move towards a more equitable future. It also addresses, particularly in light of the COVID-19 pandemic, the Region's ability to prevent, withstand, and quickly recover from major disruptions to its economic base and adapt to changing internal or external economic conditions.

equity and economic resilience

implementation

The CEDS identifies performance measures to evaluate the progress and effectiveness of proposed strategies and actions as well as ongoing and proposed economic development projects in the Region that illustrate some of the many ways the elements of the Action Plan are being implemented. The projects were identified by the REP with assistance from other local economic development departments across the Region.