





BCU FIVE-YEAR COMMITMENT 2018-2023

5 YEAR GOALS	FY 2018-2019	FY 2019-2020	FY 2020-2021	FY 2021-2022	FY 2022-2023	GROWTH SECTORS  AUTOMOTIVE / OEM SUPPLY CHAIN <hr/>  AVIATION / DEFENSE <hr/>  FOOD / BEVERAGE <hr/>  LOGISTICS / SERVICES <hr/> BATTERYCITY <small>Plug Into Battle Creek</small> ENERGY STORAGE
Jobs Created GOAL: 750 new jobs paying average \$17 with benefits	141					
Capital Investment GOAL: \$250,000,000	\$70,660,000					
Lead Development GOAL: 20 lead developments	3					
Company Attraction GOAL: 7 new companies	3					
Retention Visits GOAL: 415 visits	59					
Land Development GOAL: 200-250 acres of shovel-ready sites inventory	ongoing					
Foreign-Trade Zone GOAL: 10 new users	1					
Raise Private Capital GOAL: \$1,000,000	ongoing					
Direct Investment Fund GOAL: 10 new loans	2					
Community Development Projects / Assists GOAL: 10 company projects	1					
Work Ready Talent Assists GOAL: 50	7					
Media GOAL: 85% positive media	92%					



MISSION

Build a strong community by driving strategic investment and job creation



VISION

Engage the community to meet the opportunities and challenges of the future.



COMMITMENT

By July 2023, BCU will generate a quarter of a billion dollars in capital investment and 750 new jobs paying an average wage of \$17 per hour with benefits.

We will do this through retention, expansion, and attraction of targeted industries and talent.

DEFINITIONS

Jobs Created	Total of new jobs announced in the fiscal year
Capital Investment	Total dollar amount announced in support of new investments and expansion, including property, equipment and infrastructure
Lead Development	Total number of companies which are actively looking for a site for a new investment or expansion in Battle Creek, and which BCU is providing information
Company Attraction	The number of companies which have set up a new facility in Battle Creek
Retention Visits	The number of companies with a facility in Battle Creek which BCU has conducted face-to-face meetings with regarding the status of their operations and future plans
Land Development	Number of acres which BCU has prepared for development; land would be cleared, graded, utilities installed, P1, P2 Environmental reports,etc
Foreign-Trade Zone	Total number of new companies utilizing Foreign Trade Zone #43
Raise Private Capital	Total dollar amount of money contributed to BCU as a 501(c)3
Direct Investment Fund	Total number of new loans made by the Battle Creek Direct Investment Fund (DIF)
Community Development Projects / Assists	The number of projects designed to improve the vitality of Battle Creek; this includes efforts related to housing, transportation, education, downtown, infrastructure, etc.
Work Ready Talent Assists	Any project in support of workforce retention, attraction and/or development that is planned, developed, executed, or heavily supported by BCU.
Media	Any news report, article or story which mention BCU; will be scored Positive, Negative, or Neutral.