






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	142					
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	88					
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.