

5 YEAR GOALS	FY 2018-2019	% FY 2018-2019	FY 2019-2020	% 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	185	25%	174	23%				
Capital Investment GOAL: \$250,000,000	\$56,710,000	23%	\$15,962,640	10%				
Lead Development GOAL: 20 lead developments	3	15%	7	35%				
Company Attraction GOAL: 15 new companies*	5	71%	1	7%				
Retention Visits GOAL: 415 visits	96	23%	107	26%				
Land Development GOAL: 200-250 acres of shovel-ready sites inventory	ongoing	N/A	ongoing	N/A				
Foreign-Trade Zone GOAL: 10 new users	2	20%	2	20%				
Raise Private Capital GOAL: \$1,000,000	ongoing	N/A	ongoing	TBD				
Direct Investment Fund GOAL: 10 new loans	4	40%	3	30%				
Community Development Projects / Assists GOAL: 20 company projects*	6	60%	2	20%				
Work Ready Talent Assists GOAL: 50	7	14%	11	22%				
Media GOAL: 85% positive media Battle Creek News Battle Creek Unlimited News	82	96%	242	94%				
BCU Grant Dollars Received	\$2,700,000	N/A	\$2,165,000	N/A				
MEDC Dollars Leveraged	\$10,900,000	N/A	\$2,725,000	N/A				
BCU Incentives Awarded	\$580,000	N/A	\$1,914,100	N/A				
Sponsorship/Community Engagement Dollars	\$57,000	N/A	\$13,100	N/A				

*Goals increased starting FY 2019-20, Company Attraction from 7 to 15; Community Development Projects from 10 to 20.



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.