FOR IMMEDIATE RELEASE: May 11, 2023

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Racine County tours for HR professionals to discover local assets, enhance talent recruitment efforts

Racine County, WI – Racine County Economic Development Corporation (RCEDC) is hosting a series of tours on May 17 and May 25 to support Racine County's businesses and professionals' talent recruitment efforts.

The tours are part of RCEDC's Greater Racine County (GRC) talent attraction and retention initiative launched in 2019. Participants will experience firsthand Racine County's valuable community assets. This experience will enable participants to better communicate why Racine County is a great place to work and live to those considering relocation.

"Racine County is an amazing place to live and work, and we want to make sure the world recognizes that," said Jenny Trick, RCEDC's Executive Director. "Through the GRC initiative, we hope to attract and retain the talent needed to meet our employers' needs and keep our communities thriving."

The initiative takes a multi-pronged approach: the first involves outreach efforts to highlight Racine County's positive assets such as low cost of living, career opportunities, short commute times, and convenient location in the Chicago-Milwaukee corridor. These efforts are executed and measured through a digital advertising campaign, reaching over 100,000 professionals each month in Northern Illinois.

"This initiative is exactly what the County needs – in terms of promoting our community as the premier destination for people to grow their careers and their families," said MT Boyle, Director of Experience Burlington, the Burlington Chamber of Commerce. "The City of Burlington and Experience Burlington are proud to partner with RCEDC to highlight why Racine County is an amazing place to work and live."

The second prong is to provide local professionals and advocates with the information and resources needed to promote the communities in Racine County. This is executed through

multiple tactics, including a free localized job board (jobs.greaterracinecounty.com), talent-related events for HR Professionals and business leaders, and the two familiarization tours – Western and Eastern Racine County.

The upcoming tours, May 17 for Western Racine County and May 25 for Eastern Racine County, are designed to help HR professionals better understand how to utilize the positive community assets to improve recruiting and hiring processes and results. These assets include diverse housing options, arts and entertainment, local dining, and education.

"We are excited to help showcase the opportunities not only available in Waterford, but throughout the entire County," said Kate Brown, Director of Communications and Marketing at Waterford Union High School. "RCEDC has done a great job of pulling together diverse elements for this tour and we are excited to be a part of it."

The tours are $40 for RCEDC members and $50 for non-members. For more information about the tours, visit rcedc.org or contact RCEDC's Economic Development Specialist Cassandra Glenn at cglenn@rcedc.org.

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About RCEDC

The Racine County Economic Development Corporation is a private, non-profit organization providing Racine County businesses with technical and financial resources for nearly 40 years. The mission of RCEDC is to increase Racine County's property tax base and create employment opportunities in the County.