

# Visioning a Greater Racine

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## History of Visioning a Greater Racine

A team of 5 Passionate Racinians made a trip to Chattanooga, TN to explore the opportunity to create an environment in Racine that would engage the Community in a revitalization project on par with Chattanooga's extraordinary project. The team appreciated the warm welcome and learned a great deal. Much detail and guidance was provided so that they could return home to Racine to kick off the Visioning process.

Below is a summary and case study for the Chattanooga transformation. Taking the time to review the project provides strong insights as to why this project still has strong merit and opportunity within the Racine community.

<https://nonprofitquarterly.org/chattanooga-a-model-of-urban-revitalization-or-inequality-and-gentrification/>

[https://www.brookings.edu/wp-content/uploads/2016/06/200809\\_Chattanooga.pdf](https://www.brookings.edu/wp-content/uploads/2016/06/200809_Chattanooga.pdf)

The Team garnered input from 1,400 Greater Racine citizens from all geographic areas and nearly all socioeconomic groups---over 4,000 suggestions on how to make Greater Racine a better place.

This resulted in the following:

- 1) 1,400 came away more empowered and will be more active citizens
- 2) 11 Wave teams were created to support 22 newly developed initiatives
- 3) 3,500 volunteer hours were logged
- 4) 25% of the participants were of color, young adults, and seniors
- 5) A community satisfaction survey was created with UW-Parkside
- 6) A board of directors was recruited that reflected the diversity of the community

Several Grass Root efforts were championed by VGR, as we began to pull together public, private partnerships.

## Reset, Reboot and Rebrand - Create a Visioning a Greater Racine- 2.0

- 1) We have determined that focusing on 3 big initiatives and getting them right will be the new focus. By visioning and creating a New strategic plan that supports these programs, putting the resources in place to ensure success, we will provide deliverables to the Racine Community that will be impactful and compelling. The 3 key initiatives support the greatest needs of Racine. The problems that we will solve are listed below:
  - a) Reverse Underemployment
  - b) Technology focused community that includes
  - c) Workforce Educational opportunities
  - d) Creating an entrepreneurial culture beginning at the 3<sup>rd</sup> grade level and on
- 2) Remind ourselves about who we are and what we do (core values)

3) Development of Vision and Mission Statement that support and align with the above  
The Visioning of a Greater Racine has 3 Signature projects: ([www.visioningagreaterracine.org](http://www.visioningagreaterracine.org).)  
Neighborhood Power program, Business startup/Scale program, and Tech-Prize.org.

**We are excited to highlight the Tech-Prize Virtual Kick-off Grand Ceremony that took place on September 19, 2020.**

Tech-Prize – 2020 Kick-off event scheduled for Saturday, September 19<sup>th</sup> at Uncorkt.  
Covid Modifications and Plans for the 2020 & 2021, Events and Prizes.

For 2020, the Tech-Prize competition is implementing a primarily “virtual” approach. The following are the events and prizes offered:

**Idea Competition** – Any idea submitted to the Tech-Prize.org website will be evaluated for content and a mentor will be assigned for the 1<sup>st</sup> 20 applicants taken through this virtual event. The mentor will work with the applicant to improve the raw idea to compete in the competition in 2021. If the idea is already mature, the mentor will work to assist in moving the idea forward. This could include introductions to Angel investing, start-up investing, etc.

**App Development Competition** – The App development will be hosted by Gateway College and UW-Parkside University jointly. The goal is to develop a computer-based App that will run on a phone or computer that will assist our community in meeting one of the 4 primary SMART City objectives. Registration is open for teams of up to 6 people at the Tech-Prize.org website, which also includes the SMART City Objectives. Prizes are available in the form of scholarships to both Gateway and UW-Parkside. Prizes include a partial 4 year and 1 year scholarships for the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Place award winners. The competition will open for Registration on September 20. The submission and judging will take place on Saturday, December 12 (in person if available, or virtual if required). All additional details can be found on the Tech-Prize.org website.

**Biz-Shops and Tech-Shops** – The Tech-Prize team will offer shops each Saturday between September 20 of 2020 and April 30 of 2021. The Biz-Shops are designed to provide the information that individuals will need to launch a business. These include; idea creation, biz plan/pitch deck development, legal and accounting workshops, and funding options. The Tech-Shops are designed to introduce technical concepts to our community at an introductory level. Individuals from adults to students will be intrigued to understand and learn what these technical areas have to offer. Mentoring will be available if individuals desire to take these topics to the next level to enable skills and jobs for the correct individuals. These include the following; the Innovation process, coding 101, 3-D printing, Robotics, and the skills for tomorrow. A virtual library of all topics will be also available online for future review. The formal list, dates, instructors and registration are found at the Tech-Prize.org website.

The Tech-Prize 2021 will go forward in the original format defined for downtown Racine. The competition will occur from July 29 through August 9 of 2021. This is the full competition that includes the Biz-Shops and Tech-Shops to provide the education, the Idea Competition to bring the ideas to Racine, the Pitch Competition to enable start-ups with mature ideas and the eSports

Competition for High School and College students. All of these will be wrapped with daily, family friendly, community events that are focused on technologies and fun. The details for all of the Tech-Prize events and contact information can be found at the Tech-Prize.org website. Please go there to sign-up for the 2020 and 2021 competitions, to reach a current sponsor and to get involved in the Tech-Prize creation team.