



# Doing Business in Kenosha County

a community profile

*Perfectly Centered*



KENOSHA AREA BUSINESS ALLIANCE

[www.kaba.org](http://www.kaba.org)

# THE CASE FOR KENOSHA COUNTY

Kenosha County, Wisconsin is a community of approximately 168,000 people located in the heart of the Chicago-Milwaukee corridor. It has small town charm and a Lake Michigan lifestyle with easy access to big city attractions and world-class amenities in Chicago and Milwaukee. The conversation about Kenosha County's assets may begin with location, but it doesn't end there.

Kenosha County is experiencing a surge in development activity. Over the last four years, developments announced have totaled:



**8,000 jobs**



**\$1.2 billion in  
capital investment**



**10+ million SF  
of development**

These projects are coming from a diverse set of industries, from company HQs to food processing to advanced manufacturing and logistics. To read more about a project or to stay up to speed on Kenosha Area development activity, visit [kaba.org](http://kaba.org).

**Companies that have made this area their home know firsthand about Kenosha's...**

- ✓ Pro-business Environment
- ✓ Lower Costs of Doing Business
- ✓ Strong labor force
- ✓ Reliable Infrastructure
- ✓ High Quality of Life
- ✓ Available Financing & Incentives
- ✓ Abundant Educational Resources
- ✓ Experienced, professional economic development organization

## KENOSHA, WI

Named by 24/7 Wall St. as one of America's

**50 BEST CITIES  
TO LIVE [2014]**

## PLEASANT PRAIRIE, WI

Named by NerdWallet as a Top 10 City in Wisconsin for

**HOMEOWNERSHIP [2014]  
YOUNG FAMILIES [2013]**

League of Wisconsin Municipalities' Award for

**MUNICIPAL EXCELLENCE  
[2010 & 2015]**



*"Relocating is complicated, but KABA helped to make the decision to move to Wisconsin clear. Although we have only been in Wisconsin for a short time, the experience has been very favorable. We had many opportunities and it was a tough decision to make. We made the right choice."*

*- Kimball Bradley, President,  
Hanna Cylinders*

# COMPETITIVE ADVANTAGE LOCATION

Kenosha County, Wisconsin is situated in the heart of the Chicago-Milwaukee corridor. Being one hour north of Chicago and 30 minutes south of Milwaukee positions Kenosha County within an easy commute of more than 3.5 million people.



## Travel time from Kenosha to...

- ✓ Downtown Milwaukee (Bradley Center) – 0:37 mins.
- ✓ General Mitchell International Airport (MKE) – 0:29 mins.
- ✓ Madison – 1:52 mins.
- ✓ O'Hare International Airport (ORD) – 0:55 mins.
- ✓ Midway International Airport (MDW) – 1:23 mins.
- ✓ Downtown Chicago (Sears/Willis Tower) – 1:11 mins.

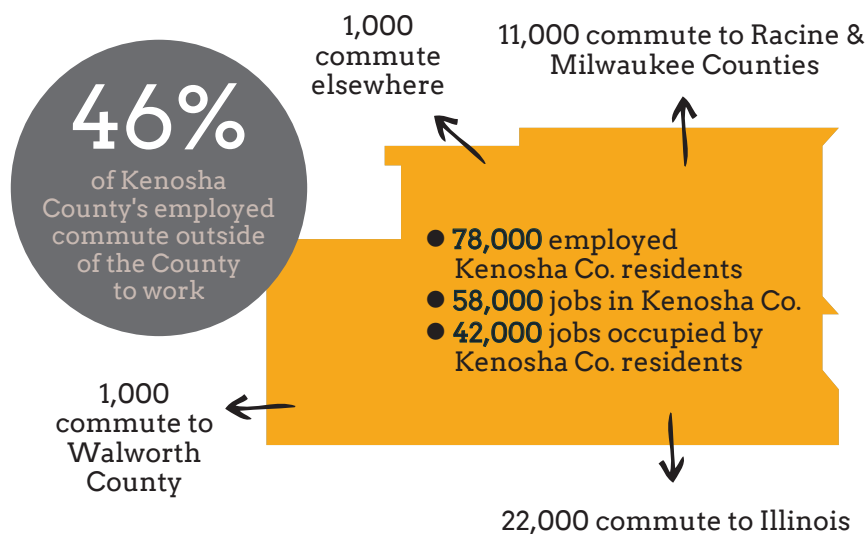
*"Kenosha County is booming right now. A lot of folks are looking to move to this area. It's a great place to be. There's great people here, and great talent to draw from."*

*– Jamie Hogan, President, Specialized Accounting Services*

Kenosha County has a large latent workforce available. While Kenosha County has a large pool of talent to draw from, many of its residents still work outside of the community. This provides an excellent opportunity to companies, especially professional services and corporate HQs.



**3.5 MILLION  
PEOPLE LIVE  
WITHIN A  
45-MINUTE  
COMMUTING  
DISTANCE OF  
KENOSHA  
COUNTY**



# COMPETITIVE ADVANTAGE

# LOWER COST OF DOING BUSINESS

Kenosha County has a lower cost of doing business than many of its neighboring communities and regions. A lower tax rate coupled with a manufacturing tax credit and local and state financing and incentives, makes a compelling case for Kenosha County.

## Multi State Tax Comparison

Company: Illinois  
Manufacturer

Description	IL 2015	WI 2015
	State Corporate Income Tax	776,410
Sales & Use Tax	173,348	106,183
Personal Property Tax	-	56,594
Real Estate Tax	363,733	240,700
State UC Tax	178,129	204,918
<b>Total Tax</b>	<b>1,491,620</b>	<b>753,545</b>

Ratio of WI to IL Total Taxes: **50.52%**

The case study above describes an undisclosed manufacturer that evaluated Wisconsin and Illinois locations. The company had approximately 350 employees and \$100 million in annual revenue. The data is an independent third party analysis from public accounting and consulting firm Baker Tilly Virchow Krause, LLP.



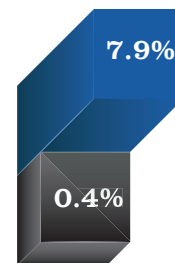
*"I can't imagine a better place to be situated for continued growth than here in Southeast Wisconsin."*

*- Kurt Penn, CEO,  
Good Foods Group*

## MANUFACTURING TAX CREDIT

With more than 9,400 manufacturers in Wisconsin employing over 450,000 workers, Wisconsin consistently ranks among the nation's top states for manufacturing jobs per capita. Wisconsin wants to build on that positive momentum and has provided specific incentives to manufacturers, most notably the Manufacturing and Agriculture Credit which virtually eliminates the tax on income from manufacturing activity.

Wisconsin's Manufacturing Tax Credit reduces the rate of tax on manufacturing income from 7.9% to 0.4%.



## Financing & Incentives

KABA manages over \$30 million in community revolving loan funds - one of the largest portfolios in the State of Wisconsin. These funds are used to provide low-cost financing options to companies creating jobs in Kenosha County by expanding an existing business or by establishing a new facility in Kenosha County.

Additionally, Kenosha County has provided \$2.5 million in the last four years for an economic development high impact fund, administered by KABA, to assist new business relocating to Kenosha County.

KABA has other tools to support growth including coordination with local, state, and federal organizations to incentivize development.



In 2017, Wisconsin broke into the Top Ten in *Chief Executive* magazine's Best States for Business. Wisconsin has leapfrogged states in recent years, climbing from #41 in 2010.

# COMPETITIVE ADVANTAGE SKILLED WORKFORCE

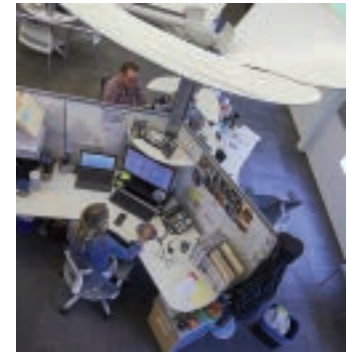
## THE NUMBERS

### Kenosha County

Total Population	168,068
Projected population growth (26% growth by 2040)	209,670
Unemployment rate	5%
Median household income	\$54,930
Mean travel time to work	25.9 mins.

In the last ten years, Kenosha County's population has grown more than 11%, making it the second-fastest growing county in the state; faster than the U.S. & Wisconsin.

More than  
**3.5 million**  
people live within a  
45-minute  
commuting distance  
from Kenosha  
County



### Comparisons

County	Kenosha	Lake	Racine	Walworth
Population 20-64 years	100,799	417,050	115,985	61,489
In labor force	88,530	379,304	99,226	57,695
Median age	36	37	39	38

The industry segment that has expanded the most in Kenosha County is the 'Management of Companies & Enterprises' which has grown 86.4% in the last five years. Uline, Kenall Manufacturing, EMCO Chemical, Quest Products, FNA Group, Hanna Cylinders...are just some of the companies that have chosen to relocate their HQs here within the last five years.

*"It's critical that we attract the very best talent - we have those forward thinkers in this company."*

*- Debra Waller, Chair & CEO,  
Jockey International*

### AVERAGE ANNUAL PRIVATE SECTOR WAGE

Industry	County	
	Lake	Kenosha
Construction	\$ 63,509	\$ 49,486
Manufacturing	\$ 101,873	\$ 49,412
Trade, transportation, and utilities	\$ 63,590	\$ 37,347
Financial activities	\$ 87,710	\$ 40,891
Professional and business services	\$ 73,917	\$ 48,200
Education & health services	\$ 47,791	\$ 40,467
<b>Total, all industries</b>	<b>\$ 67,231</b>	<b>\$ 37,577</b>

**KABA makes it a priority to help new and existing employers find the talent they need to grow.**

It is working with its workforce partners to create a defined, collaborative strategy to prioritize and implement initiatives that will bring local companies the highly skilled and educated talent they need. This plan was developed with data and insights provided in the Labor Market Analysis of the Kenosha, Wisconsin Region - an analysis commissioned by KABA and produced by the W.E. Upjohn Institute for Employment Research in 2016.

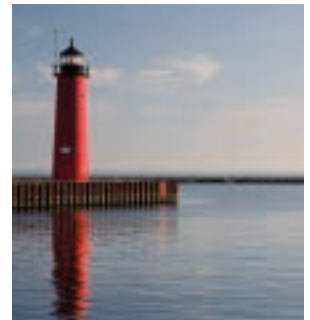
# COMPETITIVE ADVANTAGE

# good infrastructure

Thanks to its proximity to one of the largest bodies of fresh water in the world, Kenosha County is very attractive to water-intensive industries. Food processors and manufacturers, breweries, bottled-water producers as well as water-equipment manufacturers have all recently chosen to site their operations in Kenosha County.

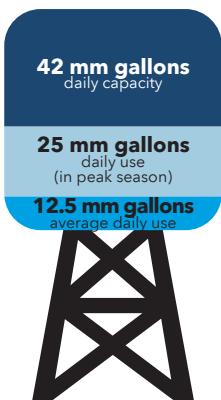
While other parts of the country deal with water shortages and bans on its use, Kenosha County is in the heart of a region that does not have to worry about its water supply.

The Kenosha Water Utility employs failsafe, state-of-the-art equipment to further process the already very high quality water to an exceptional level of quality.



## COMPETITIVE WATER RATES

The rates for sewer and water services charged by the Kenosha Water Utility (KWU) are extremely competitive. Kenosha is in the bottom ten percent in the state, with 90 percent or more of Wisconsin municipalities paying more for their water.



The City of Kenosha has untapped water use capacity. It currently pumps an average of 12 million gallons a day, getting up to 25 million gallons a day at peak times (in the summer months). It's capacity is 42 million gallons a day. Brew beer? Produce yogurt? Kenosha can handle more major water users!

### SOME OF THE LOWEST RATES IN THE STATE

In a 2010 sewer and water rate comparison, Kenosha ranked 325 out 337 communities throughout the state. The average total annual sewer and water charges were \$787.43. Kenosha's is **\$515.75**.

## WE ENERGIES TOPS NATION FOR AWARD-WINNING SERVICE

We Energies is one of the most reliable and well-run electric utilities in the nation and a real asset to businesses in Kenosha County.

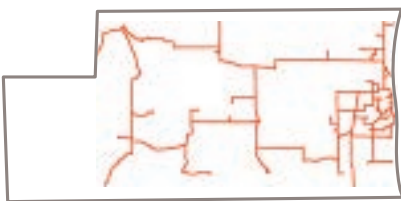
It has made significant investments in recent years to strengthen the reliability of its network by rebuilding hundreds of miles of distribution lines, and building and upgrading substations and other infrastructure. A new substation is planned for Kenosha County by 2017.

In 2016, We Energies received the national *ReliabilityOne* award for superior reliability of its electric system. It has received the regional award - the *ReliabilityOne Award for Outstanding Electric Reliability Performance in the Midwest* - nine times in the past 12 years.

## BROADBAND

In 2013, Kenosha County invested almost \$1 million to install the dark fiber infrastructure needed for private

Internet providers to offer high speed, broadband services in areas of the county where it was previously not available.



Although no community is immune to tragedy, Kenosha's location in the heart of the Midwest makes it less likely to experience many of the natural disasters that threaten other parts of the country. Earthquakes, hurricanes, droughts, forest fires and flash floods are all rare in the Great Lakes region.

# COMPETITIVE ADVANTAGE

# available sites

Throughout Kenosha County, you'll find a large selection of commercial and industrial sites and buildings. Listed below are some of the business parks located throughout Kenosha County.

In addition, many regional and national real estate companies are looking to develop sites throughout Kenosha County, with many developments already underway.

## NEED ASSISTANCE?

KABA is always a good place to start - our team knows the Kenosha County market inside and out. And KABA maintains strong relationships with the developer community and local municipalities and can act as a valuable resource for companies looking for a site or building in the area.

## Major Business Parks in Kenosha County

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### LAKEVIEW CORPORATE PARK, PLEASANT PRAIRIE

LakeView Corporate Park is a master-planned, mixed-use development offering industrial, office and retail property in a beautiful, spacious, park-like setting.

### FIRST PARK 94, SOMERS

New industrial park development on 309+/- acres zoned for industrial use. Sites can accommodate build-to-suits from 150,000 SF to 1,500,000 SF.

### PRAIRIE HIGHLANDS CORPORATE PARK, PLEASANT PRAIRIE

A 458-acre parcel currently being developed as a new corporate park with a focus on manufacturing, office and commercial uses. It is just a couple miles north of the WI/IL border and has frontage on I-94.

### MIDWEST TRANSPORTATION CENTER, KENOSHA

A 120-acre business park - divisible to 60 acres - served by the Union Pacific and Canadian Pacific Railways with transloading services, 8,000 lineal feet of storage track and inside or outside rail loading available on-site.

### BUSINESS PARK OF KENOSHA

Located on the west side of the City of Kenosha, adjacent to the Kenosha Regional Airport, BPOK offers easy access to I-94 and several lots of various sizes.

### SALEM BUSINESS PARK

The Salem Business Park is a new, first-class 65-acre business park in Western Kenosha County. It offers users sites of all sizes, ranging from two to ten+ acres.

### MIDWEST INNOVATION CENTER, KENOSHA

The 228-acre site of the former Dairyland Greyhound Track can accommodate up to 2.3 million square feet of new buildings.

### BADGER LOGISTICS CENTER, PLEASANT PRAIRIE

An 88 acre build-to-suit ready parcel located just north of LakeView Corporate Park. Proposed site plans include space up to 1,180,000 square feet within a single building.

SEE MORE AT [KABA.ORG](http://KABA.ORG)

# COMPETITIVE ADVANTAGE

# ACCESS TO EDUCATION

## K-12

Kenosha has excellent primary and secondary education systems that offer diverse and challenging learning opportunities that consistently outperform the nation, in terms of standardized test scores.

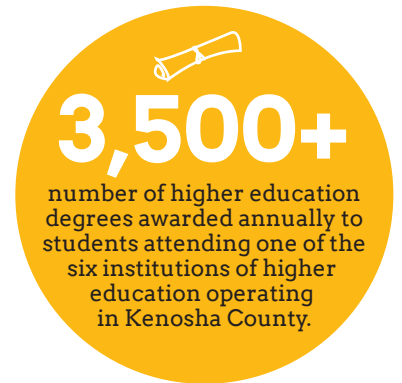
It's served by several school districts; the Kenosha Unified School District (KUSD) encompasses the area east of Interstate 94, while 12 other districts serve additional communities in the County. KUSD also offers several alternatives to traditional education including vocational and technological academies and several award-winning charter elementary and middle schools. Families can also choose to send their children to one of more than 20 private schools throughout Kenosha County.

## HIGHER EDUCATION

Kenosha County has excellent higher education resources that consistently contribute interns, educated graduates, and engaged faculty to the community. The combined enrollment of these institutions is over **13,000** students.

And with Concordia and Herzing Universities having chosen Kenosha County for satellite campuses...**KENOSHA IS DEFINITELY A COLLEGE TOWN.**

Then there are the world-class institutions like UW-Madison, Milwaukee School of Engineering, Northwestern University and the University of Chicago - to name a few - all within a 90-minute drive.



## Headquartered in Kenosha County



Carthage College is a four-year private liberal arts college with a beautiful campus on the shores of Lake Michigan. It is home to 2,600 full-time undergraduate students and offers majors, minors, and concentrations in more than 50 areas of study. Learn more at [www.carthage.edu](http://www.carthage.edu).



Gateway Technical College serves over 28,000 students in more than 100 associate degree, technical diploma, advanced certification, apprenticeship and online programs. It's Business & Workforce Solutions serves as the connection between education, industry and the workforce. Learn more at [www.gtc.edu](http://www.gtc.edu).

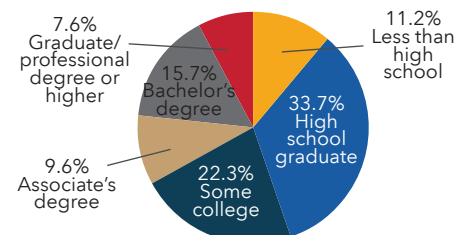


The University of Wisconsin-Parkside is a four-year public university affiliated with the University of Wisconsin System with an enrollment of 4,700. It offers 37 majors, 40 minors, and multiple certificates, pre-professional programs, and online degrees. Learn more at [www.uwp.edu](http://www.uwp.edu).



**Wisconsin has the second-highest high school graduation rate in the nation at 87%.**

Education attainment rates:





# COMPETITIVE ADVANTAGE

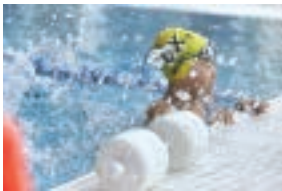
# QUALITY OF LIFE

Great K-12 and higher education systems, a close-knit business community, a strong economy, 11 miles of Lake Michigan shoreline and a wide variety of arts and cultural offerings that include three world-class museums...all of these things, combined with an enviable location between two big cities, continue to drive Kenosha County's unexpected high quality of life.

The cost of living in Kenosha County is much lower than the Chicago and Milwaukee Area. The median home value in Kenosha County is \$126,000. In Lake County, Illinois, that figure jumps to \$183,500. Kenosha County's inbound migration rates are surging and its population is growing as people realize what a gem it is—and what a great value.



## Recreation & Attractions



There are so many attractions to explore including the nation's largest municipally-owned recreation complex - the RecPlex; Jelly Belly Candy tour, thousands of acres of parkland, lakefront festivals....the opportunities are endless!

## Arts & Culture



The arts are alive and well in Kenosha County - and we are proud to be an artsy community. You will see murals, posters for shows and events, museums, sculpture walks and more throughout the community. There is art, music, culture and history to experience year-round.

## Shopping & Dining



Between popular favorites and locally owned options, Kenosha County offers shopping and dining experiences for a variety of styles and occasions. With so much, so close, we have to find a niche of our own!

## Health Care



The Kenosha Area offers abundant choices to meet the health care needs of you and your family, including three full-service hospitals and numerous medical clinic locations. Additional world-class medical facilities are only a short drive away.

## DOWNTOWN KENOSHA

Downtown Kenosha is a vibrant district of unique restaurants, cafes, galleries, shops and nightlife right along the shores of beautiful Lake Michigan. It boasts five museums, including a Smithsonian affiliate and the nation's only Civil War Museum to focus on the Midwest. All but one are free as is parking at the museums and throughout the downtown area. Ride the historic street car to concerts, festivals, charter fishing and much more! Learn about it all at

[downtownkenosha.org](http://downtownkenosha.org)

**EXPLORE MORE AT  
VISITKENOSHA.COM**

# WHO'S IN KENOSHA COUNTY

Kenosha County has historically been home to many notable—primarily manufacturing—companies including Simmons Mattress, Nash Motors, (later American Motors and Chrysler Automotive), MacWhyte Corporation, American Brass and Cooper Underwear (now Jockey International).

Today, companies are still choosing to locate and expand here. Companies are growing, innovating, diversifying, increasing production capacity, adding jobs, expanding facilities, and building new ones. The influx reflects Kenosha County's strengths, including a highly-skilled workforce, a very attractive business climate, and a strategic location.

## Headquartered in Kenosha County

# JOCKEY

In 1876, Samuel T. Cooper began producing undergarments in St. Joseph, Michigan after learning that lumberjacks were suffering from poorly constructed wool socks. The company continued to innovate and is known for having invented the first men's Y-Front brief in 1934. Today, Jockey International, Inc. is a manufacturer, distributor and retailer of underwear, sleepwear for men, women, and children. Headquartered in Kenosha since 1934, they currently employ over 300 here.

# Snap-on

Snap-on Incorporated is a global innovator, manufacturer and marketer of tools, diagnostics, repair information and systems solutions for professional users in many industries including auto repair, aviation and aerospace, and power generation. Founded in Milwaukee in 1920, it moved its headquarters operations to Kenosha in 1931. Today, Snap-on Incorporated is a \$2.9 billion, S&P 500 Company, employing over 600 people at its Kenosha corporate campus.

# ULINE

SHIPPING SUPPLY SPECIALISTS

Uline is a national distributor of shipping, industrial, and packing materials. Founded in Northern Illinois in 1980, they relocated to Pleasant Prairie, Wisconsin in 2009 and currently employ over 2,500 at their corporate headquarters and over one million square feet of distribution space in Kenosha County. They recently announced plans to double the size of its corporate campus and relocate its Midwest Operations Center to Kenosha from Illinois.

## MAJOR EMPLOYERS

Company	Employees (FTEs)
Amazon	3,000+
Uline*	1,500-3,000
Snap-on*	500-750
American Girl Brands, LLC	250-500
Associated Wholesale Grocers	250-500
Birchwood Foods/Kenosha Beef*	250-500
Fair Oaks Farms*	250-500
Gordon Food Service	250-500
Jockey International*	250-500
Kenall Manufacturing*	250-500
Meijer, Inc.	250-500
Rust-oleum	250-500
Shiloh Industries	250-500
Emco Chemical Distributors*	100-250
Honeywell	100-250

**\*HQs**

*"We are lucky to have a State that supports the spirit of entrepreneurship that our family and company thrive on. Additionally, we have been able to find the talent to continue to grow our company."*

*- Liz Vihlein  
President, Uline*

## SUCCESS STORY

# HARIBO

**Company:** Founded in 1920 and based in Bonn, Germany, HARIBO is the world market leader in the fruit gum and licorice segment, with 100 million Gold-Bears alone produced daily worldwide. HARIBO, a family-owned company now operated by the third generation, has 16 production sites throughout Europe and employs nearly 7,000 people worldwide.

**Project:** HARIBO has selected property in the Village of Pleasant Prairie for the site of its first manufacturing facility in North America. The new, state-of-the-art facility is expected to be approximately 500,000 square feet.

**Notables:** The new development by HARIBO, to be completed in 2020, is expected to be an approximately \$242 investment and bring 400 jobs to Kenosha County.



LARGEST FDI  
ATTRACTION  
PROJECT IN  
STATE OF  
WISCONSIN  
HISTORY

## SUCCESS STORY

# KENALL MANUFACTURING

**Company:** Founded in 1963 by Ken Hawkins, Kenall Manufacturing produces and supports high quality and durable lighting solutions for the most challenging environments; providing sealed enclosures for food processing, containment, and specialized health care applications and high-abuse/rough service lighting for transportation applications and security lighting for detention facilities.

**Project:** Kenall relocated its corporate headquarters and advanced manufacturing facility to Kenosha County from Gurnee, IL. Kenall constructed a 354,000 SF building in the Business Park of Kenosha. The project represents an investment of more than \$25 million and total employment of over 600 within five years.

**Notables:** Kenall "officially" kicked off construction with ground breaking ceremony on May 23, 2014. Construction of the facility was completed in the Fall of 2014 and the majority of Kenall's professional staff made the move to the new facility by the end of November. By year end 2014, Kenall was in full production.



> May 2014



> July 2014



> December 2014

**Assistance Package:** \$11.5 million total package. \$6.25 million in State of Wisconsin Jobs Tax Credits via the Wisconsin Economic Development Corporation (WEDC); \$4 million in City of Kenosha tax increment financing district assistance related to development of new facility; \$1.25 million forgivable loan from the Kenosha County High Impact Fund, administered by KABA.

# About KABA

KABA is the lead business organization that drives economic development throughout Kenosha County and supports and provides services to its members and the community, helping to ensure growth, a robust economy, and a positive business climate for the Kenosha area.

KABA has played a key role in Kenosha County's economic development since the early 1980s. In addition to financing numerous projects for expanding or relocating businesses, KABA has also worked with the City of Kenosha, the Village of Pleasant Prairie, Kenosha County, and Wispark LLC to establish the Business Park of Kenosha and LakeView Corporate Park as the premiere business locations in Southeast Wisconsin.

In 2009, KABA engaged TIP Strategies, Inc., an Austin-based economic development consulting firm, to assist in developing an economic development plan for Kenosha County. The plan, which we continue to implement, provided KABA and Kenosha County with an economic vision that positions the county for growth.



*"Having a resource such as KABA, basically side by side helping you improve your business...does wonders for what we're trying to accomplish."*

*- Guy Bradshaw, CEO,  
Bradshaw Medical, Inc.*

## LEADERSHIP

KABA is governed by a 31-member board of directors, with day-to-day management handled by a professional staff:

**Todd Battle**, President

**Lisa Feltson**, Office Manager

**Jeanne Geiger**, Administrative Assistant

**Brooke Infusino**, Director of Talent Development

**Becky Noble**, Director of Marketing

**Brock Portilia**, Director of Finance and Administration

**Heather Wessling Grosz**, Vice President of Economic Development

## NEED ASSISTANCE?

### **Kenosha Area Business Alliance, Inc. (KABA)**

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