

KENOSHA FIRST

An Economic Development Strategy for Kenosha County

May 21, 2009



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Agenda

- The Context
- The Direction
- The Means
- Next Steps



The Context



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The Great Recession

- Continued and unprecedented job loss
- Major industry restructuring
- Credit crisis
- Housing industry set-backs



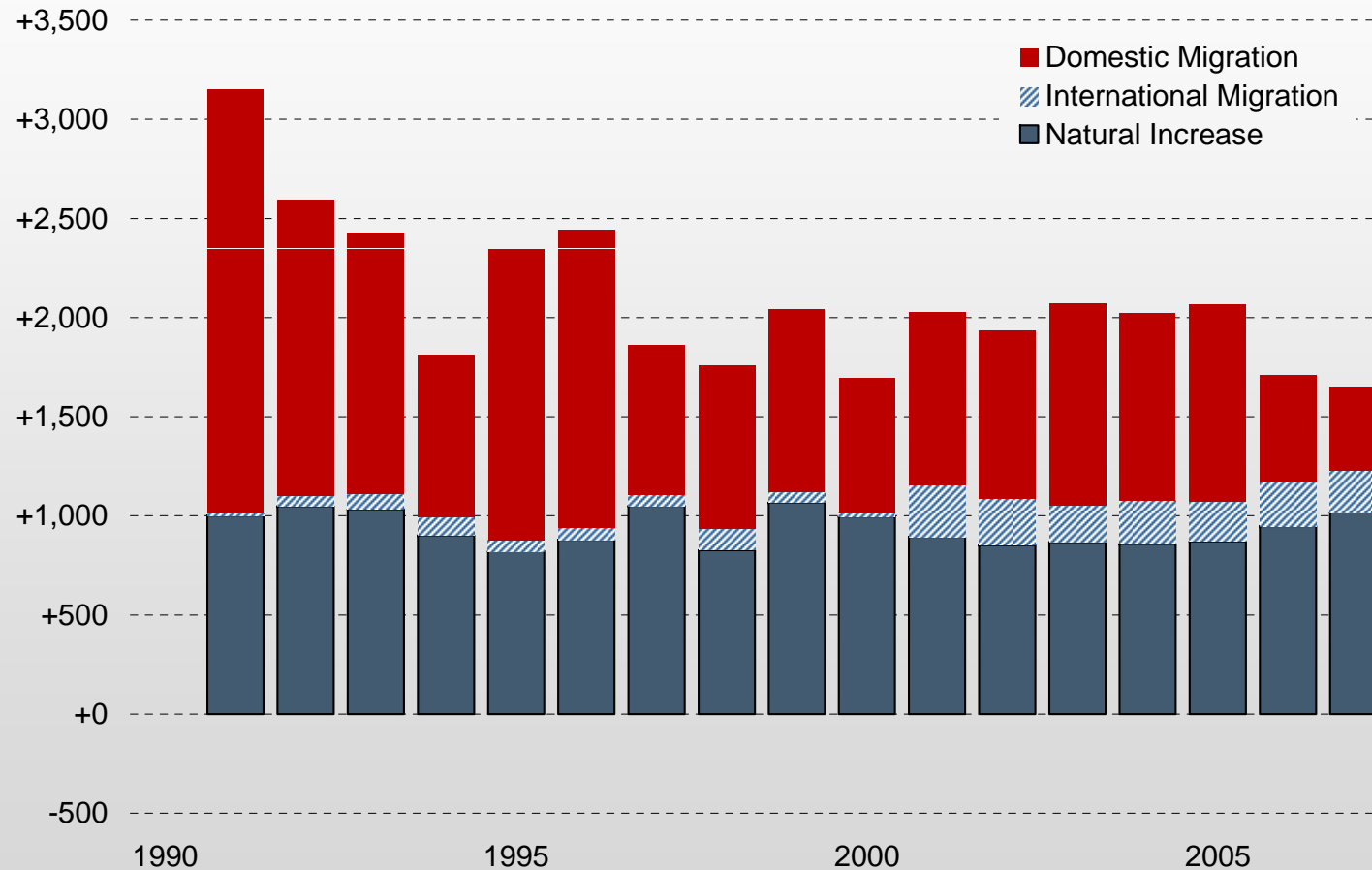
KENOSHA ASSESSMENT | highlights

- Strong population growth
- Aging demographic
- Low percentage of college degrees
- Stable residential values
- Slowing net domestic in-migration
- Increased commuting of higher income residents to the south
- Flattening incomes
- Slow growth of professional services



Components of Population Growth

KENOSHA COUNTY COMPONENTS OF RESIDENT POPULATION GROWTH

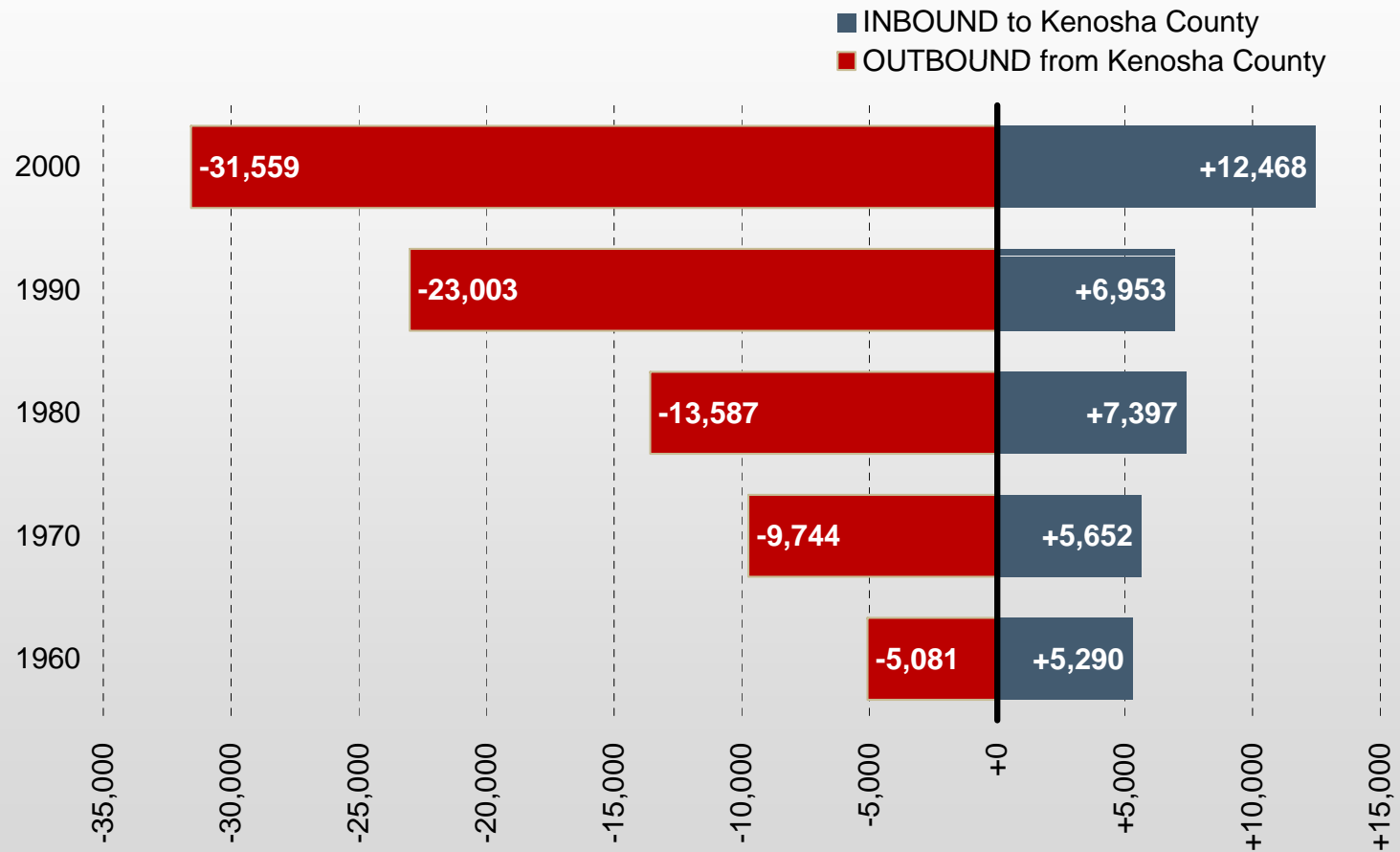


SOURCE: U.S. Bureau of the Census (accessed via Moody's Analytics)



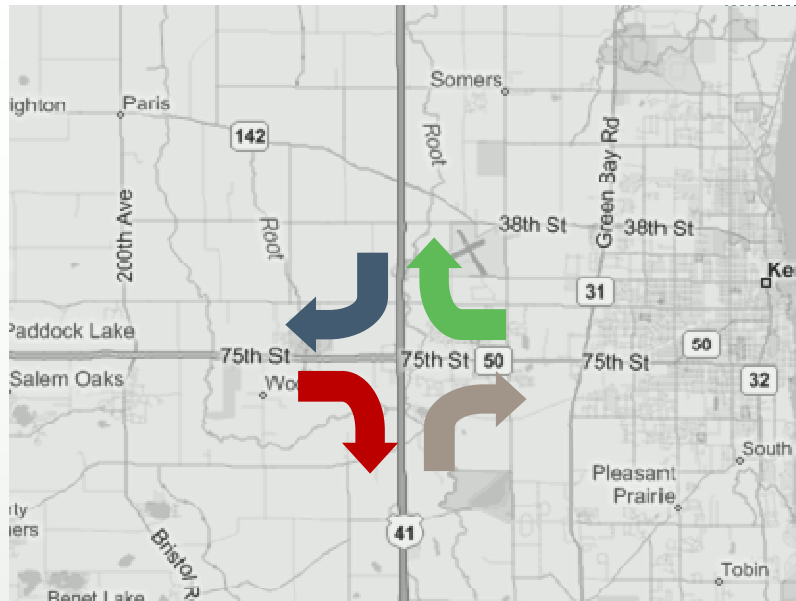
Commuter Flows

AVERAGE DAILY COMMUTER FLOWS INTO & OUT OF KENOSHA COUNTY



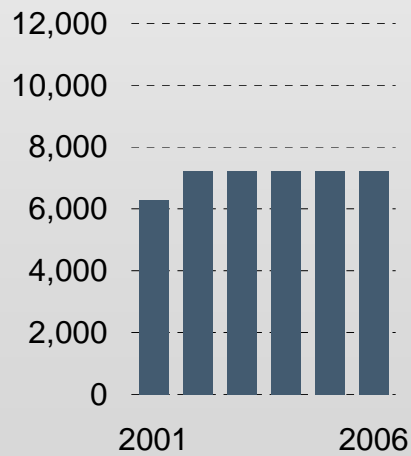
SOURCE: US Census Bureau, Journey-to-Work series (accessed via Moody's Economy.com)



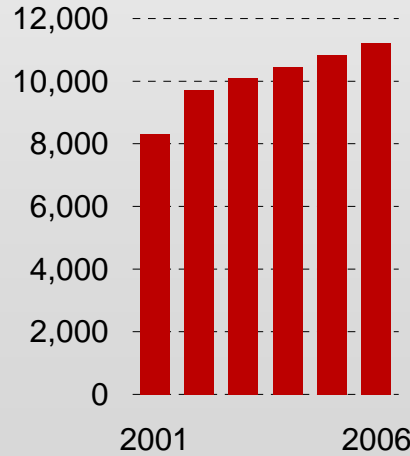


AVERAGE WEEKDAY TRAFFIC COUNTS AT KENOSHA COUNTY'S MAJOR INTERSECTION

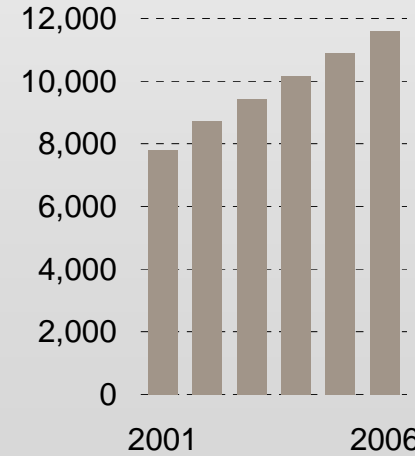
**I-94 Southbound
Off Ramp @ 75th Street**



**I-94 Southbound
On Ramp @ 75th Street**



**I-94 Northbound
Off Ramp @ 75th Street**



**I-94 Northbound
On Ramp @ 75th Street**
















SOURCE: Wisconsin Department of Transportation

NOTE: WisDOT traffic counts are for the years 2001, 2002, & 2006. Because complete traffic counts are not available in the three interim years, a linear trend is estimated between 2002 and 2006.



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Commuter Salaries

Place of Work for Employed Kenosha County Residents	Over \$3,400	\$1200 to \$3,400	Below \$1,200	
Kenosha County, WI, of which:	9,327	11,603	11,503	
City of Kenosha	6,326	7,187	7,379	
City of Pleasant Prairie	1,396	1,827	1,420	
Remainder of County	1,605	2,589	2,704	
Lake County, IL	6,938	4,503	1,826	
Racine County, WI	2,303	2,714	1,865	
Milwaukee County, WI	1,761	1,963	2,198	
Cook County, IL	2,164	1,301	779	
Waukesha County, WI	736	646	808	
Dane County, WI	379	564	629	
McHenry County, IL	589	495	229	
Walworth County, WI	260	525	515	
All other locations	1,546	1,702	1,815	

SOURCE: US Census Bureau, LED Origin-Destination Data Base (2nd Quarter 2006)



Data Benchmarks

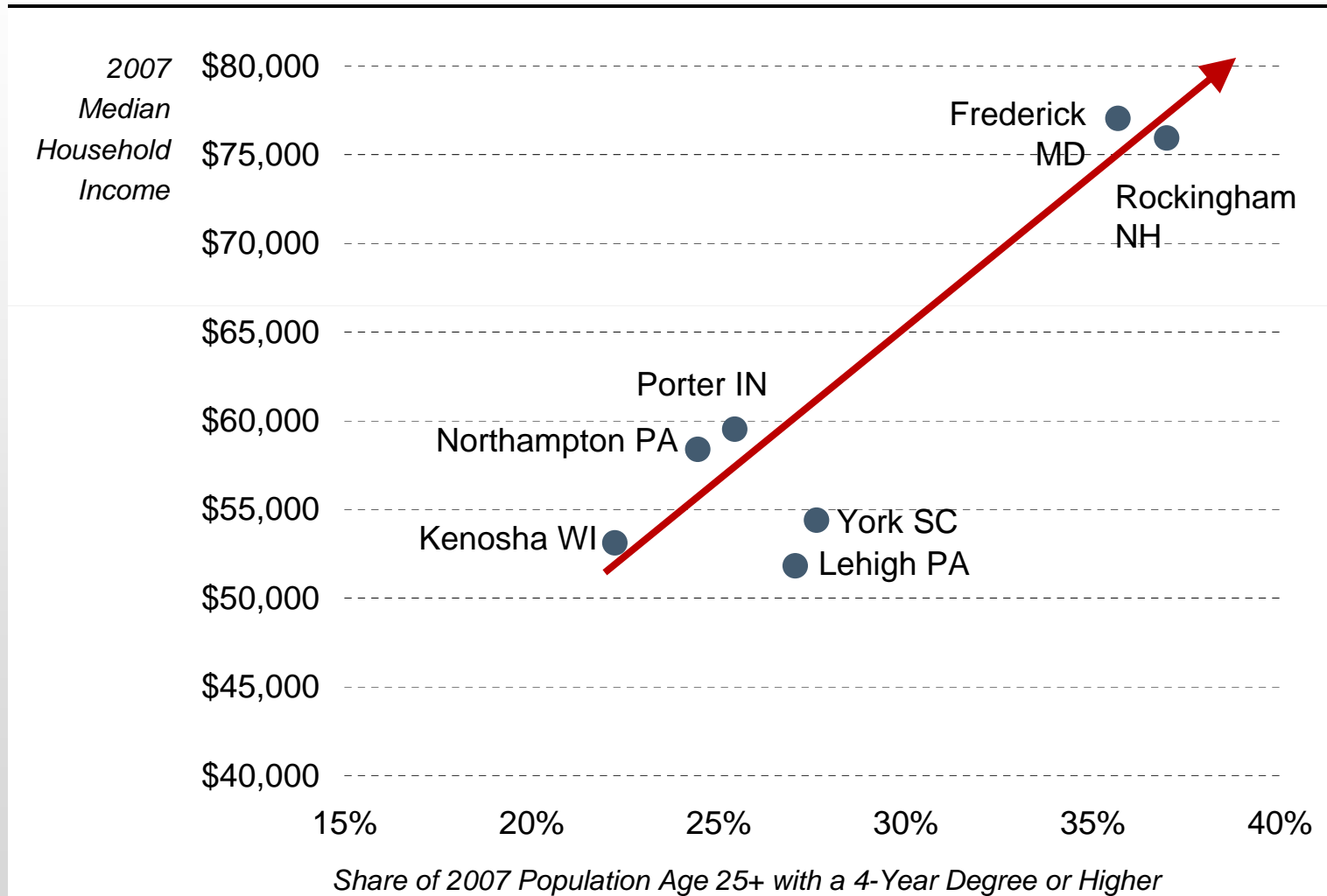
BENCHMARK COUNTY SELECTION

Outlying County	MSA	Similar Size & Growth Demographics	Across State Line from the Central City	Commuting Distance to Central City & International Airport	Direct Connection to Central City by Interstate or Major Arterial
Kenosha County, WI	Chicago	✓	✓	✓	✓
Porter County, IN	Chicago	✓	✓	✓	✓
Frederick County, MD	Washington, DC	✓	✓	✓	✓
Rockingham County, NH	Boston	✓	✓	✓	✓
Lehigh County, PA	New York	✓	✓	✓	✓
Northampton County, PA	New York	✓	✓	✓	✓
York County, SC	Charlotte	✓	✓	✓	✓

SOURCE: TIP Strategies, Inc.



Educational Attainment vs. Income



The Direction



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Vision

Kenosha County will emerge as the premier destination within the Chicago-Milwaukee Corridor for new talent and investment.



The Means



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ECONOMIC DEVELOPMENT | goals

1. Support business retention and consolidation strategies.
2. Position Kenosha County for long-term economic growth and vitality.
3. Attract, retain, and engage talent.
4. Connect the county economically, digitally, and physically.
5. Build a distinct image and brand for Kenosha County.



GOAL ONE | retention & consolidation

Support and expand the existing business base through retention and consolidation strategies.



GOAL ONE | retention & consolidation

CHALLENGE:

- Global recession
- Threatened U.S. auto sector
- Surge in local unemployment
- Rising bankruptcies
- Fewer recruitment prospects



GOAL ONE | retention & consolidation

RESPONSE:

- Energize business retention efforts
- Pursue solutions for retaining dislocated workers and professionals in the region
- Pursue new investment driven by consolidations.



GOAL TWO | long-term positioning

Position Kenosha County for long-term economic growth and vitality.



GOAL TWO | long-term positioning

CHALLENGES:

- Few real estate options for small- & medium-sized companies needing space
- Potential oversaturation of warehouse/distribution sector
- Underdeveloped professional services sector
- Daily exodus of higher income workers to the south



GOAL THREE

| long-term positioning

RESPONSE:

- Focus the RLF
- Increase land availability
- Pursue targeted recruitment
- Support innovation
- Promote entrepreneurship



GOAL THREE | talent

Attract and engage talent.



GOAL THREE | talent

CHALLENGES:

- Depth of professional workforce pool
- Perception of public schools
- Lack of communication and engagement between business community and educational community
- New leadership development
- Replenishing production workforce base
- Inability to attract and retain young professionals



GOAL THREE | talent

RESPONSE:

- Improve business and education partnerships and communication
- Engage educators more directly in economic development
- Focus workforce training assets
- Engage young professionals and new residents
- Involve former residents and new graduates



GOAL FOUR | linkages

Ensure all parts of the county are economically, digitally, and physically connected.



GOAL FOUR | linkages

CHALLENGES:

- Growing disconnect between I-94 and the lake
 - Physical and economic
- Languishing urban core
- Underutilized lakefront
- Meeting the need for public infrastructure in west end of county



GOAL FOUR | linkages

RESPONSE:

- Increase role in downtown development/redevelopment
- Support road improvements/expansion (I-94 & lakefront)
- Implement countywide growth plan
- Promote higher-density infill developments
- Improve public transportation to business/industrial sites
- Support KRM
- Support airport expansion



GOAL FIVE | image

Build a distinct image and brand for Kenosha County.



GOAL FIVE | image

CHALLENGE:

- For many, only image of Kenosha is I-94
- The county lacks a distinctive brand within the region.
- Can't rely only on regional organizations to market Kenosha.
- Must raise awareness to capitalize on potentially successful Chicago Olympic bid.



GOAL FIVE | image

RESPONSE:

- Commit to local marketing
- Initiate an internal image campaign
- Enhance the position of Kenosha within the corridor
- Engage in cooperative marketing with higher education



TARGET | sectors

- Professional Services
 - Corporate and regional headquarters
 - Shared service centers
- Clean Tech
 - Alternative energy equipment
 - Green integrated building systems
- Transportation & Logistics
- Advanced Manufacturing
 - Companies that utilize advanced processes
- Biomedical and Life Sciences
 - Medical technology & devices
 - Pharmaceutical research
- Food Processing



Priority Recommendations

- Build awareness of Kenosha County among employers within Chicago-Milwaukee corridor
- Align KABA RLF with goals of strategic plan
- Closer coordination/communication between education and private sector
- Emphasize entrepreneurship
- Expand real estate inventory for SMEs
- Elevate image of Kenosha within the region



PLANNING | next steps

- Finalize implementation strategy
- Deliver final document
- Launch media campaign
 - this presentation is step one



Thank You

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