

# UNEXPECTED kenosha

Quarterly Newsletter of the Kenosha Area Business Alliance(KABA) | Winter 2014

## Amazon Announces Major Investment in Kenosha: World's Largest Online Retailer to Establish New Fulfillment Center with more than 1,600 Employees

Construction is underway on Amazon's new Kenosha fulfillment center. The company intends to occupy and operate more than 1.5 million square feet of distribution center space on the approximately 165-acre site. Two distinct facilities will be built at the southeast corner of the Interstate 94 and STH 142 Interchange in Kenosha County. Amazon announced in November plans to open a one million-square-foot fulfillment center. A month later, the company announced it would also develop a second 500,000-square-foot distribution center on the same site. The entire development represents more than \$300 million in investment and over 1,600 new jobs for the community.



**Excavating equipment clears land purchased by Amazon to site two new distribution facilities in Kenosha County.**

*Photo courtesy of the Kenosha News; Kevin Poirier photographer.*

Amazon selected Kenosha County after an extensive and competitive site selection process. The availability of a development-ready site and its proximity to Interstate 94, Kenosha County's strategic location within the region, and a competitive package of financial assistance drove Amazon's location decision.

Amazon was awarded \$22 million from the City of Kenosha in the form of tax incremental financing (TIF) and \$7 million in tax credits from the Wisconsin Economic Development Corporation

"We've worked hard over the last few years to turn the Wisconsin economy around and make our state a better place to create jobs. We are proud to welcome Amazon to Wisconsin and are thrilled with the more than 1,000 jobs their expansion will bring to our state. It shows our economy is growing, our reforms are working and we're headed in the right direction," said Wisconsin Governor Scott Walker. "This is excellent news for the Kenosha community and the state of Wisconsin as a whole."

**"We are excited to join the Kenosha community. We appreciate the state and local elected leaders who have supported Amazon coming to Wisconsin and we look forward to bringing jobs and investment to the state."**

— Mike Roth, Vice President of North America Operations, Amazon.com

Amazon.com, Inc. is a Fortune 50 company based in Seattle, WA. The innovative online retailer opened on the World Wide Web in July 1995.

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.



Amazon's planned distribution center in Kenosha was the state's top development project in 2013, according to the Wisconsin Economic Development Corporation (WEDC). The state awarded Amazon \$7 million in Enterprise Zone tax credits.

### Inside...

- > Kenosha County: 2,600 jobs & over \$380 million in investment announced in 2013
- > Tina Schmitz joins the KABA team
- > ULINE, Rust-Oleum, Snap-on expanding

Unexpected Kenosha (formerly Directions) is published quarterly by the Kenosha Area Business Alliance, Inc. (KABA). Archives can be found on our web site:

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

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## FROM THE CHAIR

Dear KABA Stakeholders, and Community Friends,

What a great year economic development has had in Kenosha. The pearl that lies between Chicago and Milwaukee is no longer a secret. Our success continues to breed more success in attracting new businesses to the area.

With all growth comes a growing pain. For three years now we have listened to our business leaders' name 'workforce development' as their greatest challenge. This challenge takes on new meaning as thriving companies come to town.

We are not sitting still at KABA and we are making progress on this critical economic development issue. In hiring Brooke Infusino, with your help, we have begun to change the views of our students regarding manufacturing. We are lying to rest some of the old stories they might have heard. They are learning that advanced skills and technologies are the new face of manufacturing in this country, and especially in Kenosha County.

In addition to the partnerships being built with industry and education there is a key initiative I would like to introduce you to as we shift our focus to the New Year: It is the Cisco Connected Community Initiative. As evidenced by its name this expansive project goes wide and deep in engaging our educators, parents and students, with businesses and social services from three counties in Southeastern Wisconsin. Its vision is to "CONNECT learning opportunities with an emphasis on engaging learners of all ages". Its premise is that "WE CREATE THRIVING COMMUNITIES WHEN EVERYONE'S LIFE IS FULFILLED THROUGH THE POWER OF LEARNING!"

Cisco has demonstrated success in leveraging the resources of communities across the country with the help of technology and collaboration. By way of example, imagine that a language class for students, or a business mentorship for teachers offered in Kenosha could soon be attended by students in Racine and Walworth Counties, leveraging costs, rather than replicating them. Think of the possibilities for our students to get back some of the learning opportunities that have been cut due to budget constraints.

Initially we will be focusing on building capacity for STEM education in the region. Why focus on Science, Technology, Engineering and Math out of the chute? Because we already have positive traction in this area, STEM has national brand recognition and we have in our community some of its most recognized leaders and STEM provides a direct pipeline for workforce development.

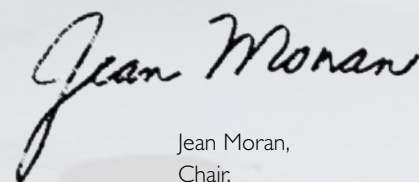
STEM teaching and learning is an innovative approach to unlock creativity, and problem solving at all ages. Students with STEM experiences will graduate with a winning combination of interdisciplinary education, and career driven "soft skills", demonstrated through project based learning, exactly the skills employers have been asking for.

We believe that the more connectivity there is between what is going on in the classroom and what is going on in industry the bigger the win is for everyone involved.

There are many fine programs in the Tri County region and as we collaborate and bring them together, making them available easily to the most learners we believe we will be well on our way to leveraging the resources we will need to support our economic growth. Stay tuned for more communications on the progress we are making.

And for now, most importantly, Thank You for your never ending support and contribution, and may you and your families have a Blessed Holiday Season, and a Prosperous New Year.

The Best,



Jean Moran,  
Chair,  
Kenosha Area Business Alliance



## Thank you to the following companies for investing in KABA!

### CAFÉ ECIG LLC

A retail store in Uptown offering quality electronic cigarettes, premium US eliquid, & fine world coffees.

### CLEARCOM, INC.

Services include access control, security cameras, intrusion and fire alarms with monitoring.

### ELEVATED ENERGY SERVICES

Authorized Dealer of the Black Hawk POWERHOUSE Energy Conditioning System

### EMCO CHEMICAL DISTRIBUTORS, INC.

Specialties include industrial chemicals, distribution, chemical blending & packaging, waste services, specialty chemicals, fine ingredients.

### FIRST BUSINESS BANK

Madison-based full-service bank specializing in treasury management, commercial & specialized lending, and trust & investments.

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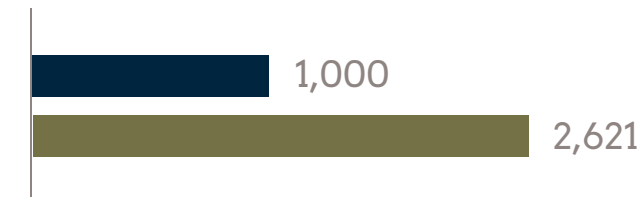
# Kenosha County Economic Development SCORECARD

January 1 through December 31, 2013

The KABA Scorecard is a set of primary performance indicators to track the overall performance of KABA and the Kenosha Area in regards to economic development. This document serves as a visual representation of our long range goals. This 'first draft' will evolve as KABA adds additional metrics in important areas such as talent development and downtown revitalization.

## JOBS

KABA will work on expansion, relocation/attraction projects that generate 5,000 new jobs within the next five years (2013-2017). This is an average of 1,000 jobs per year. The emphasis will be on tracking projects that KABA is directly involved in.



## LEAD GENERATION

KABA will interact with 50 economic development prospects (or professional representatives on behalf of prospects) regarding the consideration of Kenosha County as a legitimate option for a project location.



## ECONOMIC DEVELOPMENT FINANCING

KABA will fund \$3 million per year in new project financing.



## NEW PRIVATE INVESTMENT

KABA will work on development projects that generate \$500 million in new private investment over the next five years (2013-2017). This is \$100 million annually.



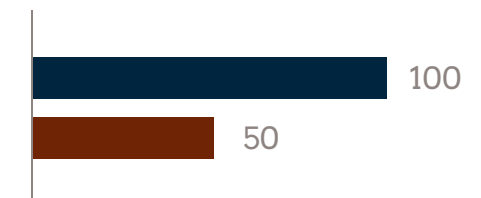
## WEB SITE VISITS

KABA's web site will attract 20,000 visitors per year.



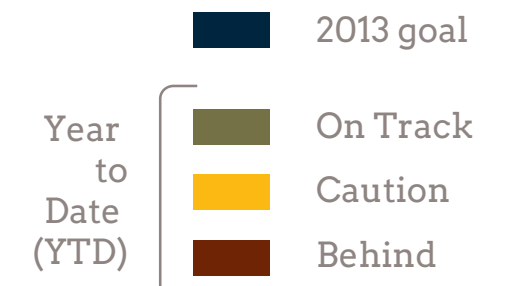
## BRE PROGRAM

KABA will make 100 Business Retention & Expansion (BRE) visits per year.



\*A staff vacancy limited full implementation of KABA's BRE program in the first half of 2013.

KEY



# ECONOMIC DEVELOPMENT

Kenosha County is experiencing a surge in development activity. In 2013, more than 2,600 jobs and over \$380 million in capital investment was announced. These positions are coming from a diverse set of industries, from company headquarters (see opposite page) to food processing to advanced manufacturing and logistics. Below is a snapshot of some of the more notable projects within the last twelve months.



## KONECRANES

Jobs: 43  
Investment: \$250,000  
Project: 45,000 SF industrial building



## L & M CORRUGATED

Jobs: 44  
Investment: \$5 MM  
Project: 100,000 SF manufacturing facility



## AMAZON.COM

Jobs: 1,600  
Investment: \$300 MM  
Project: Two fulfillment centers totaling 1,500,000 SF on app. 160 acres



## KENALL MFG

Jobs: 621  
Investment: \$30 MM  
Project: 354,000 SF HQs & advanced manufacturing facility



## EMCO CHEMICAL DISTRIBUTORS

Jobs: 145  
Investment: \$10 MM  
Project: 325,000 SF HQs & industrial and distribution facilities



## TA CHEN INTERNATIONAL

Jobs: 63  
Investment: \$36 MM  
Project: 471,403 SF industrial building



## HANNA CYLINDERS

Jobs: 105  
Investment: \$3.2 MM  
Project: 105,637 SF HQs & production facility

### KABA portfolio update

On October 30, 2013 KABA's Finance Committee approved a \$1,250,000 financing package for Kenall Manufacturing Company. KABA funds will be used to help finance their new Kenosha facility including real estate acquisition, construction costs, equipment, worker training, and other items associated with the project.

Kenall Manufacturing Company is a commercial lighting manufacturer that specializes in LED lighting. Since the company was founded in 1963, Kenall has been providing intelligent, durable and sustainable solutions to complex lighting problems. Kenall's significant growth created the need for a new, larger facility. The company selected Kenosha for this expansion and will build a 354,000-square-foot building in the Business Park of Kenosha. Kenall anticipates adding 200-300 jobs over the next five years, which would take their total employment to over 600.



# ECONOMIC DEVELOPMENT

The Southeast Wisconsin / Northern Illinois region sees significant growth in headquarters operations

The Southeast Wisconsin / Northeastern Illinois region has seen a surge in the placement of company headquarters since 2010. The Midwest's low cost of living, available land, and work ethic contribute to its growing number of successes.

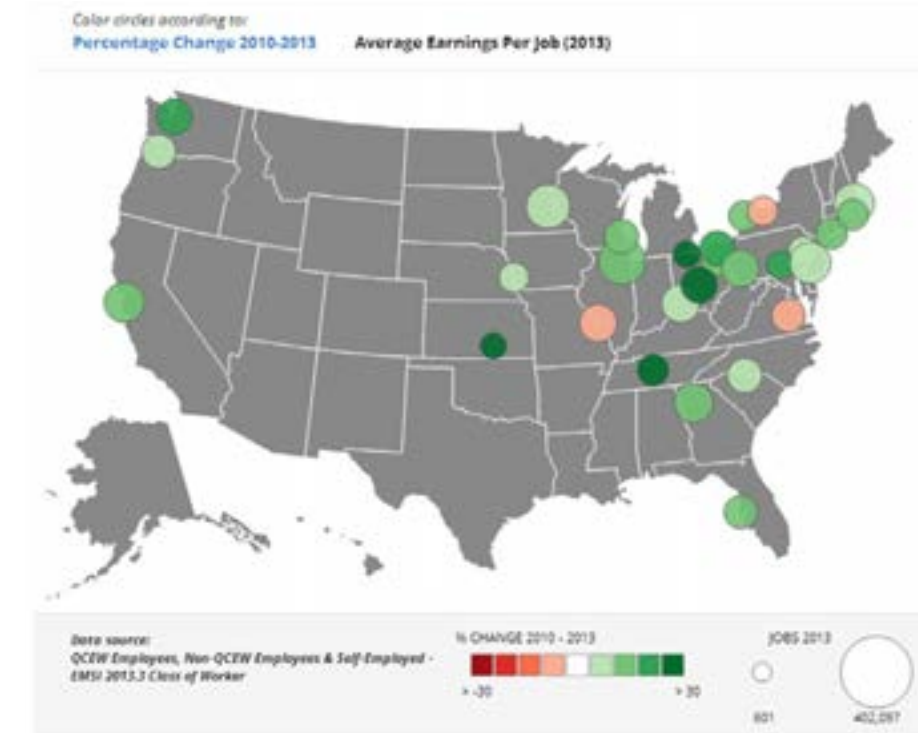
Chicago-Naperville-Joliet Metropolitan Statistical Area (MSA) - which includes Kenosha County - and the Milwaukee-Waukesha - West Allis MSA are both experiencing major growth in the Management of Companies and Enterprises and it is a key driver of the region's economy. (Source: Economic Modeling Specialists (EMSI))

Situated between these growing markets, Kenosha County has experienced this growth firsthand with several companies placing their headquarters here. Recent examples include:



To see the full map and browse by industries, visit: <http://economicmodeling.com/industry-map/>.

### Management of Companies and Enterprises



Happy New Year from the Kenosha Area Business Alliance! Wishing everyone a healthy, happy, and prosperous 2014.

Thank you for investing in KABA!

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### KENALL MANUFACTURING

Commercial lighting manufacturer that specializes in LED lighting.

### LIVINGWELL HOME MEDICAL SUPPLIES

Complete home medical equipment and safety company. Delivers, installs, and educates it's clients with all products.

### ML REALTY PARTNERS

Invests in build to suit development, industrial property development, and office real estate opportunities.

### MSI GENERAL CORPORATION

A design/build general contractor located in Oconomowoc. Specializes in commercial, educational, industrial, municipal, religious & retail facilities.

### OCCUPRO, LLC

Offers solutions for industrial rehab including cloud-based return-to-work testing software.

### PROCESS PIPE & VALVE, INC.

Kenosha-based manufacturer of process pipe, industrial fittings, flanges, and valves.

### SPORTS 24, LLC

24 hour fitness facility specializing in personal training, group classes, massage services, tanning, and nutritional products.

## KABA welcomes Tina Schmitz as its Chief Financial Officer

KABA is pleased to announce that Tina Schmitz has joined the organization as its Chief Financial Officer. Tina's official start date was November 4.

As CFO, Tina will be responsible for KABA's financial and administrative areas, including an extensive economic development financing portfolio that totals nearly \$30 million.

KABA President Todd Battle noted, "We are extremely excited that Tina is joining our team. She is a very capable and skilled financial professional. Equally impressive is her track record of community involvement and public service."

Tina has a Masters of Education in Leadership in Higher Education from Capella University, a Bachelor of Arts degree in Business Administration/Accounting from Carthage College, and an Associates of Applied Sciences degree in Accounting from Gateway Technical College.

She has extensive financial experience in both the public and private sectors. Tina most recently served as Kenosha Unified School District's Chief Financial Officer. Prior to that, she served as Gateway Technical College's Director of Budgets and Internal Audit. Previous private sector experience included roles with area manufacturing firms, most recently Johnson Diversey.

Tina is very involved in the community and volunteers for many non-profit organizations in various capacities. She is a long-time participant in the KABA Mentor Program and currently sits on the boards of Habitat for Humanity of Kenosha, Junior Achievement of Kenosha, and Tempo Kenosha.

Tina replaces outgoing CFO Richard Rodenbeck, who resigned in October in order to pursue other interests. Rodenbeck served as KABA's senior finance executive for nearly eight years.



## Introducing Tina Schmitz

## KABA MEMBER NEWS & NOTES

### Andrew Fitzpatrick joins Wells Fargo Advisors

Andrew N. Fitzpatrick, 42, has joined Wells Fargo Advisors, LLC as a Financial Advisor.

Andrew brings 18 years of investment experience, having spent 15 years in J.P. Morgan's Private Wealth Group and the last three with Hinsdale Associates, a boutique money manager. He earned a business degree from Villanova University and an MBA from DePaul University. He is also a Chartered Financial Analyst (CFA) holder.

### OFFSITE announces promotions, new team members

OFFSITE recently announced the following promotions: **Anthony Portee** to Chief Technology Officer. Tony is a long-time member of OFFSITE's Network Operations Center and brings over 11 years of leadership experience in the industry. **Cristina Carrera** to Project Manager. Her experience in building OFFSITE's internal processes and standards is a welcome addition to OFFSITE's project management team.

OFFSITE recently announced the following new hires: **Greg Rickard**-Vice President of Business Development; **James Haag**-Level 2 Support Engineer; **Jeanette Armstrong** - Office Administrator.

### Snap-on's Irwin Shur receives Top Corporate Counsel award

Irwin Shur (pictured below), Vice President - General Counsel and Secretary at Snap-on Incorporated was honored with the Lifetime Achievement award at the Business Journal of Milwaukee's Top Corporate Counsel Awards in December.



### Riley surpasses safety record; to build new fire station in Pleasant Prairie

Riley Construction reached 610,000 hours without a lost time injury, surpassing its old record and roughly four weeks away from hitting an amazing two-years without a Lost Time Injury Record.

Riley has been selected to provide construction services for the Relocation of Fire Station #1 project, in of Pleasant Prairie. The Fire Station will be relocated and reconstructed on land just north of Village Hall. It is scheduled to be complete by early 2015.

## ECONOMIC DEVELOPMENT

### Uline expands in Pleasant Prairie with additional warehouse space

Pleasant Prairie-based Uline Inc. is expanding its distribution operations into an existing 256,240-square-foot building at 8505 100th St. in LakeView Corporate Park.

The company currently operates two other distribution facilities in Pleasant Prairie, including a one-million-square-foot warehouse adjacent to its 250,000-square-foot corporate headquarters, constructed in 2010.



### Rust-Oleum Corporation plans \$7 million expansion to its Kenosha distribution center

Rust-Oleum Corporation is continuing its expansion in Kenosha County, adding 250,000 square feet to its 600,000-square-foot warehouse. This latest project is in addition to the company's June announcement of a \$1.3 million high speed aerosol line addition set to be operational by 2014 and lead to over 50 new jobs.

Rust-Oleum has been on an upward trajectory since establishing its manufacturing plant in Pleasant Prairie in 1989. The distribution facility was built

in Kenosha near the Municipal Airport in 2007. Of Rust-Oleum's eleven plants in North America, the Pleasant Prairie plant is its largest, producing over 3,500 SKUs that include a majority of the aerosol and brush products that Rust-Oleum sells, much of that destined for the Kenosha warehouse to be distributed nation-wide. In January 2013, Rust-Oleum went from a three shifts, five days a week to a four shift, seven days a week operation to keep up with demand. They now employ over 300 people. Additionally, two new paint lines -- for quart and aerosol products -- were added within the last year.

"Since the plants's founding in 1989, Rust-Oleum has grown ten-fold. In the past year alone, we've hired 54 new associates and we're really proud to bring those jobs to the Kenosha Area. They've done a great job for us and have helped us to expand and grow."

— Ken Clusman, Plant Manager, Rust-Oleum Corp.



### Snap-on to expand its hand tool manufacturing plant in Milwaukee

Snap-on Incorporated is expanding its manufacturing plant located on the northwest side of Milwaukee.

The Kenosha-based hand tool manufacturer is planning a \$2.6 million expansion which includes adding 25,000-square-foot to its existing 125,000-square-foot building. They will also be adding a holding pond and expanding the parking lot.

Snap-on has owned the plant since 1979.

## Seven companies, one entrepreneur recognized at Business Excellence Awards

KABA would like to thank all who attended the 2013 Kenosha County Business Excellence Awards on November 7th and once again congratulate all of the award winners: Business of the Year: Rust-Oleum Corporation; Small Business of the Year: Equity Creative; Entrepreneur of the Year: Michael Kopper; Centrissy Corporation; Fast Five: ASYST Technologies, Catalyst Exhibits, Clean 'n Green Solutions, Dooley & Associates, and IRIS USA.

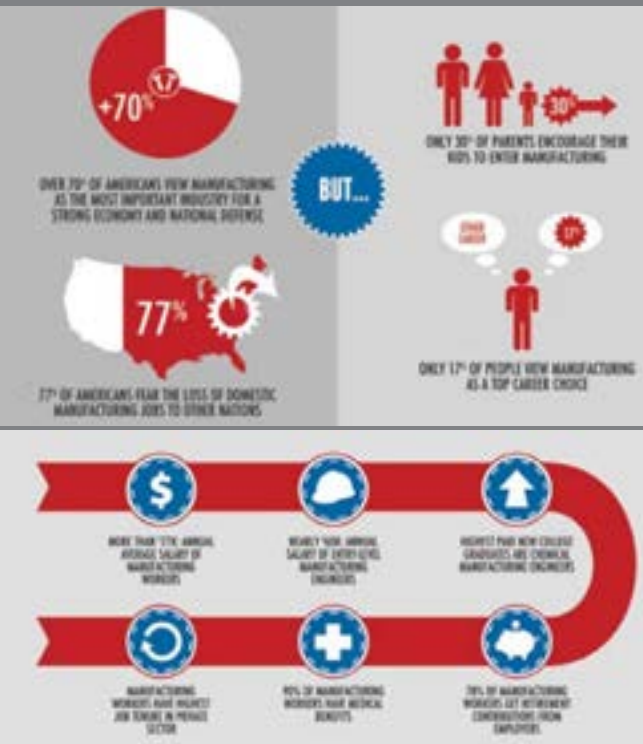
KABA co-hosted the annual awards dinner with the Kenosha Area Chamber of Commerce. Over 350 people came out to the Student Center Ballroom at the University of Wisconsin-Parkside to celebrate the honorees.

KABA would also like to thank our generous sponsors: Johnson Bank, Johnson Insurance, UW-Parkside, We Energies, BizTimes Media, and CliftonLarsonAllen. KABA appreciates your continued support!



Pictured (L-R): **Front** - Ken Clusman, Plant Manager, Rust-Oleum Corporation; Jennifer Dooley, Principal, Dooley & Associates; Michael Kopper, CEO, Centrissy Corporation; Dean Helmke, Partner, Equity Creative. **Back** - Charles Skendziel, Partner, Equity Creative; Chet Keizer, President, IRIS USA; Jen Moskopf, Owner, Clean 'n Green Solutions; Paul Stahlberg, Executive Vice President, Creative Services, Catalyst Exhibits; Tim Roberts, President & CEO, Catalyst Exhibits. Not pictured: Pat Brown, ASYST Technologies.

## Manufacturing: Perception vs. Reality



Data provided by The National Institute of Standards & Technology (NIST), U.S. Dept. of Commerce.



## TALENT DEVELOPMENT

### Kenosha manufacturers help youth discover industry's career potential during October

Fueled by the commitment from local manufacturers, Manufacturing Awareness month in October proved successful in raising awareness about the high-potential careers in Kenosha County. One of the key highlights of the month was the inaugural Explore Manufacturing Expo, hosted by Gateway Technical College at the S.C. Johnson iMet Center.

The two-day expo featured several manufacturers from Kenosha and Racine counties, and was attended by more than 500 middle and high school students from the two counties. Students were given the opportunity to view samples of product manufactured locally, speak with production experts on career pathways, and tour the iMet Center.

KABA also coordinated three Schools2Skills tours to encourage students and their parents to take a serious look at the manufacturing industry as a viable career choice. Approximately 70 high school sophomore and junior students received a detailed tour and inspiring discussion on the skills required from six manufacturers during the tours.

**"I learned not all manufacturing involves manual labor." - Indian Trail High School student**

Each tour concluded with a visit to the Gateway Technical College S.C. Johnson iMet Center where they learned about the education and training required to pursue a career in the technical trades.

**"It was great to see the manufacturing process at work in real-life applications." - Tremper High School student**

Students were surveyed before and after the tours on their perceptions of the industry, including their knowledge of salary potential, job safety, on-the-job training and the jobs available in the region. The tours appear to be moving the needle. Post-tour survey results showed students had a more positive view of the industry.

The most notable gains included:

- 19% increase in knowledge of career advancement opportunities
- 18% increase in positive perceptions on job safety
- 7% increase in knowledge of available manufacturing careers

**"I now have a better idea of what I want to do after high school." - Wilmot Union High School student**

Interested in collaborating with our local education system to host a tour or to foster career development in your industry? Contact Brooke Infusino at [binfusino@kaba.org](mailto:binfusino@kaba.org) or call 262-605-1100.

*Pictured left: (Top) Students learn about orthopedic and spinal instruments from Jim Nelson, Vice President of Operations at Bradshaw Medical. (Bottom) Indian Trail students tour Ocean Spray on a recent Schools2Skills tour.*



### Take 5 with Kenosha YP Nick Wiersum

**Occupation:** Curator of Education and Natural History, Kenosha Public Museums

**How long have you lived or worked in Kenosha County?** I was born and raised in Kenosha. I moved away to get my Bachelors degree in Zoology at UW-Madison where I got my first job at a museum and then lived in central Wyoming for a couple of years while excavating dinosaurs and running a research program. But I've been happily back in Kenosha since 2011.

**What are you really proud of in Kenosha?** Growing up, I was particularly impressed with Kenosha's commitment to the arts. I was involved in art, theater and band while in school and was always amazed by the communities support for each of them. I'm also super proud of the Museum system. We've got 3 Smithsonian affiliated museums in town that are each incredibly impressive in their own right.

**What is your favorite Kenosha County event/activity?** The past few years, my favorite activity has been the Museum Crawl. I was a huge advocate for museums well before I started working at them and this is a great opportunity to check out the museum for people who have never been or those who want to see them in a different light. You can see the museums, sample local cuisine and drink, and bonus points for it being a lot of fun!

**What is one thing you would like to see improved in Kenosha County?** I'd love to see the downtown brought back to life, which, fortunately, is already happening! The efforts made by outstanding members of our community are working hard through the Downtown Kenosha Main Street program to rejuvenate our downtown and make it a wonderful place to live, work and play. Anyone who is interested can get learn more about the project and how to get involved at [www.downtownkenosha.org](http://www.downtownkenosha.org).



### Y-Link welcomes new leadership in 2014

Y-Link is pleased to welcome the following committee members to the leadership team in 2014. These individuals were selected by their peers currently serving in a Y-Link leadership position to join the team based on their community involvement, personal initiative, and ideas for further improving life for young talent in Kenosha County.



**Name:** John Alia | **Occupation:** Firefighter/Paramedic, City of Kenosha Fire Dept.  
**Y-Link Position:** Connect Committee Member  
**What do you love about Kenosha?** The potential for growth, a strong school district that helps me raise my kids, and that small town feel with access to BIG city advantages.



**Name:** Justina Dimitrijevic  
**Occupation:** Clinic Office Manager, Dr. Melinda Knight  
**Y-Link Position:** Community Engagement Committee Member  
**What will you bring to Y-Link?** I really want to be able to give back to our community.



**Name:** Carolynn Friesch | **Occupation:** Director of Internships, Carthage College  
**Y-Link Position:** Board of Directors, Member-at-Large  
**Best thing about working in Kenosha?** Working so close to Lake Michigan. We have such a beautiful view from Carthage.



**Name:** Nicholas Galich  
**Occupation:** Director, Medical Staff Services, United Hospital System  
**Y-Link Position:** Board of Directors, Member-at-Large  
**Best advice for young professionals:** Believe in yourself and never be afraid to try something outside of your comfort zone.



**Name:** Amy Greil  
**Occupation:** Community, Nat. Resource & Econ. Dev. Educator, UW Extension  
**Y-Link Position:** Professional Development Committee Member  
**What do you love about Kenosha?** I'm excited to see the downtown development process unfold.



**Name:** Erin Morey  
**Occupation:** Community Impact Specialist, United Way of Kenosha County  
**Y-Link Position:** Community Engagement Committee Member  
**Why are you a good fit for the committee?** I feel like I'll be more connected to the community, but I can also get others excited about giving back.



**Name:** Laurel Wold  
**Occupation:** Customer Service Associate, Xten Industries  
**Y-Link Position:** Community Engagement Committee Member  
**What do you love about Kenosha?** I like that there are a lot of young professionals living in the area, and that there is a group like Y-Link to help them develop.



**Name:** Brett Yutka | **Occupation:** President, Yutka Fence  
**Y-Link Position:** Professional Development Committee Member  
**Why are you a good fit for the committee?** I'm excited about the ideas and watching the momentum build in the organization. I think I can bring my experiences as a business owner to the committee.

# WHAT'S UP IN DOWNTOWN KENOSHA

Downtown Kenosha Inc. is moving forward with an exciting agenda for 2014 that actively implements our Downtown Strategic Development Plan. In addition to infrastructure improvements like streetcar line expansion, a public WiFi network, and wayfinding signage, our efforts are focused on historic building rehabilitation and development projects designed to bring new employees and new residents to our neighborhood. Our dedicated volunteers are making Downtown Kenosha's revitalization a reality by creating and carrying out excellent work plans for the coming year. A brief summary is below, and more information on these projects and others, as well as how to get involved, can be found at [www.DowntownKenosha.org](http://www.DowntownKenosha.org).

## 2014 Volunteer Committee Work Plan Summaries

### Design Committee (physical improvements to the district):

- **Flower baskets:** Oversee annual flower basket program
- **Banners:** Design, order, and install new banners on light poles
- **Infrastructure inventory:** Complete an assessment of design conditions, including sidewalks, alleys, lighting, signage, storefronts, etc. Track issues and develop prioritized projects.
- **Façade improvement program:** Oversee a matching grant program for exterior building improvements
- **Wayfinding signage:** Support City's wayfinding signage implementation, and partner with the Kenosha Streetcar Society to install signage and historical info at streetcar stops
- **Events:** Tin ceilings tour, architectural scavenger hunt, walking tour with Historic Preservation Commission
- **Street furniture:** add additional benches and trash receptacles

### Organization Committee (resource development):

- **Volunteer recruitment:** Continue growing our volunteer base throughout the year
- **Spread the word about the Main Street program:** provide info in downtown businesses, highlight volunteers and projects, grow our media presence
- **State of the Downtown:** hold an annual event to update the community on progress
- **Ambassador program:** create a volunteer team of downtown tour guides and ambassadors
- **Presence on Main Street:** develop a storefront presence / Downtown Kenosha visitors center



### Promotion Committee (bringing more people downtown):

- **Marketing and advertising:** continue BID programs: brochures, jingle, website, print advertising, social media, billboards, as well as new marketing campaign
- **Tours:** hold bicycle tours, walking tours, etc.
- **Second Saturdays:** support and grow Second Saturday events
- **Events:** winter festival, Bunny parade & Easter egg hunt, Bowls & Books, progressive retail shopping event, scavenger hunt, fashion show, trick or treating & fall festival, Lightin' Up, Small Business Saturday, also support other organizations' existing events downtown

### Economic Restructuring (business retention and recruitment):

- **Classes / workshops:** Partner with SBDC, VVWVIC, WHEDA, WEDC, & SCORE to offer resources and information to current and prospective business owners
- **Cross-promotion:** train businesses to cross-promote each other
- **Small business / entrepreneur attraction program:** formalize additional support and resources for small businesses
- **Public seminars:** hold events for the whole community to learn about business recruitment and economic issues
- **Property tour:** host a property tour for developers and prospective property owners

# MISSION STATEMENT

Downtown Kenosha, Inc. is a champion for a thriving and vibrant city center that honors traditions, celebrates progress, and engages our community in concerted efforts to foster a comfortable, welcoming and thriving environment where businesses, both new and old, prosper; where the community gathers; and where people of all ages and from all walks of life come to live, work, play, and invest.

## Coming in 2014! Free, public Downtown WiFi!

Kenosha County has committed \$100,000 for the phased installation of a free, public outdoor WiFi network across Downtown Kenosha. This significant investment is another step forward in implementing the recommendations of the Downtown Strategic Development Plan, which will bring more visitors, customers, residents, businesses, and employees to our neighborhood. As the downtown district is revitalized, the city and county can expect to see returns on their investments with the increase in sales tax revenue that will be generated from increased customer spending, as well as the increase in property tax value that will occur as a result of new development. Downtown is everybody's neighborhood, both because its success relies on community partnerships like the county is demonstrating, and because that success will benefit the wider city and community as downtown becomes an economic contributor.

Downtown Kenosha sincerely appreciates Kenosha County's continued support of community and economic development in Downtown Kenosha, and look forward to announcing the WiFi install date in the spring.



Below: Look for our new "Love What's Local" campaign in print and on billboards around town!



*Love what's Local*



SHOPPING ♥ DINING ♥ ARTS & ENTERTAINMENT



PLACE  
INDECIA  
HERE

5500 Sixth Avenue, Suite 200  
Kenosha, WI 53140-3752

## Board of Directors

### Chair

**Virginia Moran**  
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## UNEXPECTED kenosha

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