

Perfectly Centered

Triannual Newsletter of the
Kenosha Area Business Alliance (KABA)

SPRING 2021

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Nosco to relocate HQs and establish "flagship" production operations in Pleasant Prairie

Nosco, Inc. is moving its headquarters from Gurnee, Illinois to Kenosha County, where it will also co-locate a new production facility that the company call its "flagship operations". The packaging manufacturer serves 400 customers in the healthcare industry and has seven other sites throughout Illinois, New York, Pennsylvania, and Texas with 650 employees nationwide. Nosco is a subsidiary of Holden Industries.

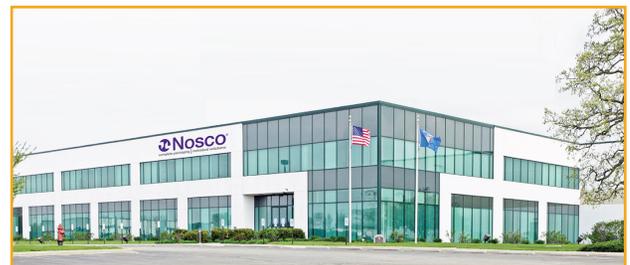
Nosco's new 170,000 SF facility will provide offset cartons, digital labels, as well as serving as the corporate headquarters for Nosco. The site will also house the company's graphic services, solutions engineering and the administrative staff. The company will ultimately employ 300 workers in Pleasant Prairie.

"Southeast Wisconsin is one of the top regions in the country for manufacturing output because of companies like Nosco deciding to locate operations here and contribute to our thriving manufacturing sector," remarked Kenosha County Executive Jim Kreuser.

Nosco's new facility is located in LakeView Corporate Park at 11200 88th Avenue. It was last occupied by ZF Electronics/Cherry Electric. The company will begin operating in July 2021.

"Nosco is growing and this move allows us the room we need to grow to support our healthcare customers. We are looking forward to supplying cartons and labels in 2021 to our customers throughout the U.S. from this new facility in a strong business community like Pleasant Prairie."

— Craig Curran, President, Nosco



Nosco is a 100+-year-old full-service packaging solutions provider serving more than 400 customers in the healthcare industry.



Archives of *Perfectly Centered* can be found on our web site:

www.kaba.org



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.

From the Chair...

As we begin 2021 in Kenosha, we're looking forward to new days ahead. The day when we've taken down all the plywood we used to board up homes and businesses. The day when we've vaccinated as many people as we can. The day when we're regularly gathering in larger groups, enjoying live music outdoors under a Wisconsin summer sun. We're ready for a reset.

Resets like ours in 2021 are good moments to take stock of how we're doing in the City and County of Kenosha – and consider where we want to go. When it comes to economic development, we have much to be thankful for. The Mayor's Downtown Vision continues to advance, with a downtown parking structure nearly complete. The Kenosha Innovation Neighborhood at the Chrysler Engine Plant may receive \$10 million in funding from the State.

The HARIBO and Nexus development projects at the Prairie Highlands Corporate Park are steadily moving forward, as are projects in the Salem Business Park and elsewhere throughout the County.

All of which leaves open the question: where do we want to go? I am convinced that Kenosha is ready to compete on a regional stage. As we continue to ask how economic development in our city and county can reach more people and more neighborhoods, I believe the time is right to choose similar places in the Midwest and see how we compare – and then get on with outperforming them.

As part of a strategic planning exercise in 2009, KABA worked with TIP Strategies to identify cities of similar size and commuting distance to a major metropolitan

area, places like Valparaiso, Indiana, for instance. We may want to update the set, and add some aspirational cities, such as Rochester, Minnesota. The point is not that we want to be any of those cities, but instead that our community prospers as well or better than many of them. Measures to consider would include per capita income, median household income, and poverty rates, among others.

The Kenosha area is seeing substantial growth in economic activity, and our local leaders have plans for more. All that tells me that we have the wherewithal, through KABA and our economic development partners, to improve our economy and the lives of our residents. We can build on the strength of our location, develop our unique assets, and implement strategies that have worked in similar places, all at the same time. During this year of reset, then, let's take steps to define how we aim to compete – and then show the rest of the region what we've got.



John A. Waller

President, Carthage College; and
Chair of the KABA Board of Directors

THANK YOU TO THE FOLLOWING COMPANIES FOR THEIR INVESTMENT IN KABA:

AFFORDABLE AUTO SALES
affordableautosalesofkenosha.com

ASCENSION ALL SAINTS HOSPITAL FOUNDATION
ascension.org

CARPETS PLUS OUTLET
carpetsplusoutlet.com

GENEVA SUPPLY
genevasupply.com

JDR PAINTING
jdrpaintingllc.com

KENOSHA PRIVATE POLICE
kenoshaprivatepolice.com

MARSH & MCLENNAN AGENCY
marshmma.com

SIGNARAMA
signarama.com

WOOFMAN'S LODGE PET RESORT
woofmans.com

Information about COVID-19 vaccination management for employers from the Business Health Care Group

The Business Health Care Group hosted a very informative webinar that addressed questions that local employers may have as they consider a COVID-19 vaccination program for their employees.

There were seven knowledgeable panelists, including Jon Meiman, MD, Chief Medical Officer and State Epidemiologist for Environmental and Occupational Health at the Wisconsin Department of Health Services, and Lindsey Davis, Partner at the Labor & Employment & Practice Group at Quarles & Brady LLP.

Dr. Meiman discussed considerations for employers as they plan to vaccinate their workforce. He provided information from a Wisconsin Economic Development Corporation (WEDC)/Wisconsin Department of Health Services (DHS) survey about how Wisconsin employers are currently approaching vaccination. The public online survey was anonymous and had more than 4,000 respondents. Some of the key findings include:

- > 54 percent of employers view workforce vaccination as extremely important; 21 percent as moderately important.
- > 64 percent of the workforce was more than 80 percent willing to be vaccinated, according to employers who conducted worker surveys.
- > Vaccine safety was the major concern for almost 90 percent of employees hesitant about getting the vaccine.

He shared three primary ways employers can encourage vaccination among workers: provide education, reduce barriers, and consider incentives.

To educate your employees, employers need to utilize trusted messengers and address vaccine efficacy and safety, while using multiple channels to communicate.

Employers can reduce barriers by supporting paid leave for vaccinated employees with side effects. They can also consider employer-sponsored vaccine clinics at their place of work.

Dr. Meiman also shared that there is a large body of scientific literature on vaccine incentives, and findings suggest that they are effective. In one study of 12,000 workers, incentive and education was most effective for increasing flu vaccination, with incentives reducing unvaccinated healthcare workers by approximately 30 percent.

Other practical considerations of workforce vaccination include vaccine side effects, staggering vaccination, quarantine for vaccinated workers, and continuing workplace safety measures. Attorney Lindsey Davis laid out three options for approaching

COVID-19 vaccination in the workplace:

- > Compulsory Vaccination Programs
- > Employer-Encouraged Vaccination Programs
- > Voluntary Vaccination Programs

The positives of a compulsory vaccination program include protection of workplace and the community health; reducing the costs of absences, lost productivity, and long-run medical care; and defense against civil liability enforcement action. Employers who might consider a compulsory vaccination program include those in the healthcare, dining and hospitality, and travel industries, as well as educational institutions and day cares, customer-serving businesses, and businesses where employees work in close proximity.

The drawbacks of a compulsory program include potential employer liability related to the vaccine, development of an exemption process and consideration of accommodations, and disciplining and/or terminating employees for noncompliance. Employers who might not consider a compulsory vaccination program are those with union presence and those in less "high-risk" work environments.

The positives of an employer-encouraged vaccination program include increased employee morale and retention; administrative ease; and less liability risk for discrimination claims. Employers who might consider an employer-encouraged program are workplaces that do not require close contact and workplaces that can accommodate remote work, but remote work arrangement is winding down.

Negatives of employer-encouraged programs include low compliance and the potential that incentives are deemed so enticing that they are coercive and/or discriminatory. Businesses with employees that have close contact with members of the public and/or vulnerable populations might not consider an employer-encouraged vaccination program.

A purely voluntary vaccination program avoids complicating factors associated with other vaccination programs, such as legal risks, administrative costs, and practical difficulties.

The shortcomings of a voluntary vaccination program include potential legal exposure, harmful business implications, and diminished employee morale and retention.

Employers who might not consider a voluntary program are those workforces with high risk of exposure - including healthcare, education, emergency response, public transportation, and food retail.

The information in this blog was taken from a webinar hosted by the Business Health Care Group on February 24, 2021, that addressed questions that local employers may have as they consider a COVID-19 vaccination program for their employees. See the entire webinar and view the presentation materials at <https://bhcgwi.org/newsroom/past-summary-events/>.

THE KABA SCORECARD

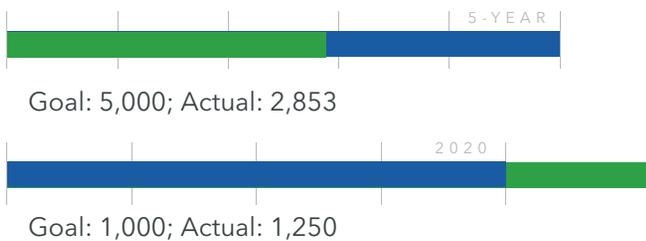
The KABA Scorecard is a set of primary performance indicators to track the overall performance of KABA and the Kenosha Area in regards to economic development. It serves as a visual representation of its short and long range goals. The annual goal illustrates 2020 results; the 5-year goal illustrates progress through year three of a 5-year plan, 2018-2022.

KEY



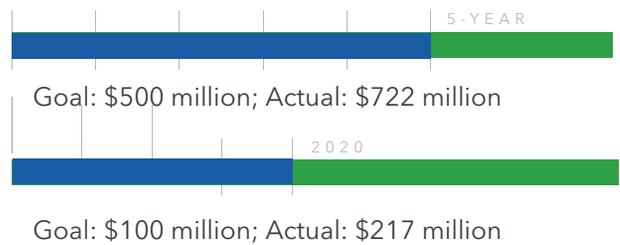
JOBS

KABA will work on expansion, relocation/attraction projects that generate 1,000 new jobs a year; 5,000 jobs over the next five years. The emphasis will be on tracking projects that KABA is directly involved in.



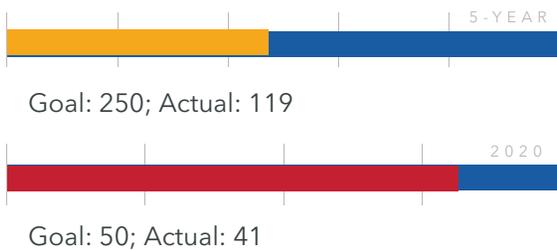
NEW PRIVATE INVESTMENT

KABA will work on development projects that generate \$100 million in new private investment a year; \$500 million over the next five years.



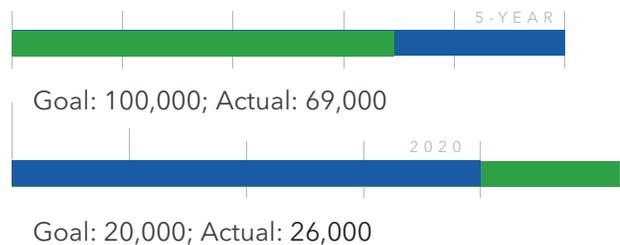
LEAD GENERATION

KABA will interact with 50 economic development prospects (or professional representatives on behalf of prospects) a year regarding the consideration of Kenosha County as a legitimate option for a project location; 250 over the next five years.



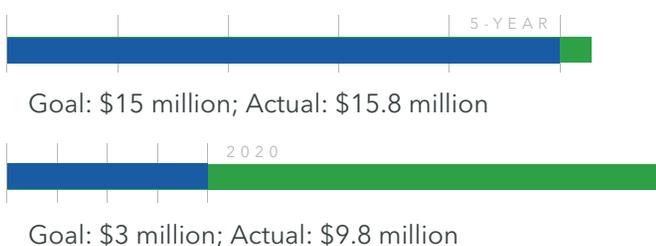
WEB SITE VISITS

KABA's web site will attract 20,000 visitors per year; 100,000 over the next five years.



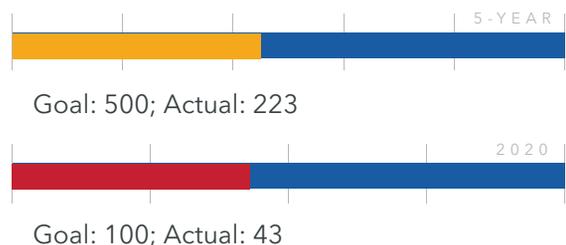
ECONOMIC DEVELOPMENT FINANCING

KABA will fund \$3 million per year in new project financing; \$15 million over the next five years.



BRE PROGRAM

KABA will make 100 Business Retention & Expansion (BRE) visits per year; 500 over the next five years.



ECONOMIC DEVELOPMENT

Geneva Supply chooses site in western Kenosha County for its Chicago Area operations

Geneva Supply, based in Delavan, Wisconsin, has purchased a 385,000 SF building in Western Kenosha County to be the site of its Chicago Area operations.

The facility is located at 12400 Fox River Road in the Town of Randall and was previously owned by Mattel for its American Girl doll products. The building has been vacant for more than two years. "This project is a great opportunity to breathe life back into a highly visible site," said Randall Board Chairman Bob Stoll.

KABA is supporting the project with a \$1.5 million loan. An additional \$400,000 will be provided to Geneva Supply through the Kenosha County High Impact fund, which supports economic development projects that have a significant impact on the community.



The fast-growing third party logistics provider has expanded into the former American Girl Doll facility in the Town of Randall.

The company plans to employ more than 100 employees at the facility, which will be operational by Spring 2021. They are currently hiring.

Geneva Supply, founded in 2009, provides distribution, warehousing, marketing, and fulfillment services for customers working with Amazon or other e-commerce platforms.



Co-founders and COO Mark Becker (pictured left) and CEO John Peterson (pictured right). They were recently selected as Small Business Persons of the Year for Wisconsin by the U.S. Small Business Administration. Geneva Supply was one of five Wisconsin companies to make *Entrepreneur* magazine's 2019 Entrepreneur 360 list.

"We could not be more excited to revive this fulfillment warehouse and join the Kenosha County community. We truly appreciate the support of the Kenosha Area Business Alliance as well as Kenosha County to help make this project come together."

— Mark Becker, Co-Founder & Chief Operating Officer

Colbert Packaging relocates its HQs, remaining production operations from IL to their facility in the Business Park of Kenosha



In 2016, Colbert Packaging was in a high-growth mode and was looking to expand. They ultimately selected a 173,000 SF building in Kenosha and sited their expanded production operations there, bringing approximately 60 jobs. They maintained some operations as well as their headquarters in Lake Forest, Illinois. In January 2020, just before the COVID-19 pandemic broke out, the decision was made to move the headquarters to the Kenosha facility and consolidate the Illinois manufacturing operations.

Their goal was to improve service levels and efficiencies, eliminate redundancies and better position themselves for long-term growth in their industry. The synergies gained through the challenging consolidation have resulted in a positive momentum that continues into 2021 for Colbert. After the HQ move and consolidation of operations, Colbert now has 177 employees, including their temp-to-hire workforce, and are recruiting for approximately 25 open positions.

"One of the drivers of the decision to move the headquarters to the Kenosha facility and consolidate the Illinois manufacturing operations was to better position ourselves for long-term growth in our industry."

— Jeff MacDougall,
Corporate Compliance Manager

ECONOMIC DEVELOPMENT

Nexus Pharmaceuticals' new facility in Wisconsin will provide a more stable and reliable supply of generic sterile injectables

According to the Mayo Clinic, the typical drug in short supply is a generic product administered by injection. Moreover, approximately 40% of all generic drugs sold in the U.S. are foreign-made. The demand for domestic manufacturing

and health care facilities across the U.S.



Phase one of Nexus' multi-phase manufacturing campus is a state-of-the-art, three-story, 84,000 SF vertical manufacturing facility.

Nexus is a privately-held, woman- and minority-owned company headquartered in Lincolnshire, IL. Their new manufacturing campus is a multi-stage, multi-year project that is expected to be complete in ten



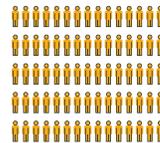
NEXUS' NEW FACILITY IS THE ONLY PROJECT OF ITS KIND IN THE STERILE INJECTABLES INDUSTRY IN THE LAST 30 YEARS.

in the pharmaceutical industry is high, making the fact that Nexus Pharmaceuticals chose to site their new manufacturing facility here in the U.S. no small thing. In fact, it's the only project of its kind in more than 30 years.

Nexus, founded in 2003, specializes in innovative processes to make difficult-to-manufacture specialty and generic injectable drugs that are easier to use, less labor intensive, and more streamlined in practice. Nexus has combined their

PROJECT AT-A-GLANCE

JOBS CREATED:



77
(400+ long-term)

APP. CAPITAL INVESTMENT:



\$85 MM
(up to \$250 MM w/in the next 5 years)

APP. SQ. FOOTAGE:



84,000



Shahid Ahmed, Chief Scientific Officer, signs an I-beam to commemorate the start of construction.

expertise in drug development with advanced technological manufacturing equipment to mitigate drug shortages that have plagued the market for years.

The fast-growing company has twelve commercially available generic injectables available in 6,000 hospitals

years. The initial phase, currently under construction in the Prairie Highlands Corporate Park in Pleasant Prairie, is a three-story manufacturing facility expected to be complete later this year. The 84,000 SF building features cutting-edge technology including an advanced isolator system and lyophilization (freeze-drying) machine.

"We believe in America's future in manufacturing and to support our mission, we will need engineers, scientists, technicians and analysts joining together to lead and collaborate. Our new facility will employ individuals who demonstrate integrity in their actions and who will work to deliver high quality medications that physicians, pharmacists and nurses rely on every day in the U.S. to treat and save their patients' lives."

— John Cook, Vice President of Manufacturing

Allied Plastics' 100% recycling program prevents plastic waste from impacting our environment

Plastics are one of the most versatile, affordable and durable resources available today. Long-lasting, weather and wear resistant, plastics are the perfect materials for manufacturing, packaging, electronic devices and more! However, while the production of this valuable resource continues to grow, so do concerns about the effect plastic waste can have on the environment.

According to the Environmental Protection Agency, it is estimated that 72 million tons of plastic ends up in U.S. landfills every year. Unfortunately, because of its durability and propensity not to break down, most plastics will remain in these landfills for upwards of 450 years. Fortunately, the very qualities that prevent plastics from biodegrading in the landfill are the very things that can help to keep it out of the landfills in the first place.

PLASTIC RECYCLING

In an effort to reduce plastic waste, many companies are turning to recycling in an ever-growing number. Plastics such as polyethylene (PE), high molecular weight polyethylene (HMWPE), thermoplastic polyolefin (TPO), acrylonitrile butadiene styrene (ABS), low gloss ABS and styrene are



uniquely suited to the recycling process. These polymers will retain their innate chemical structure and strength even

when they are melted and remolded. This means that products can be manufactured from recycled plastics without any loss of performance. Which is good for the environment. And good for business. Zero waste. 100% satisfaction.

At Allied Plastics we are as committed to the environment as we are to customer satisfaction. That is why we have invested in the methods and the machinery that will help us manufacture the highest quality plastic products with the absolute

lowest amount of waste. Additionally, we have also committed to accepting the products that we sell to our customers back to our shop so we can recycle them too.

REUSE WASTE. REDUCE COSTS.

This commitment to reusing rather than discarding

plastic waste is not only good for the environment it's good for business as well. Reducing waste helps to lower the cost of our materials—which in turn lowers our cost of doing business—a savings we pass on to our customers. But reusing what we used to throw away does more than help us (and you) save money. In the long run, it can help save our environment.

CONSISTENT PERFORMANCE. PROFESSIONAL COMMITMENT.

At Allied Plastics, we know that all the reducing, reusing and recycling in the world won't matter if our products don't do what we say they are going to do. That's why we are committed to ensuring that reducing waste does not mean reducing performance. Allied Plastics ensures that the products we manufacture for our customers will continue to perform at the high levels of excellence people have come to expect from us.

Written by Jon Larsen, Jon Larson, OEM Sales Manager, Allied Plastics, Inc.



KABA Loan Portfolio Update

KABA has helped hundreds of companies to relocate or expand in Kenosha County through its extensive portfolio of community revolving loan funds. If you are interested in obtaining financing from KABA and think your company may be eligible please contact KABA or visit <https://kaba.org/locate-expand/financing-incentives>.

In November 2020, KABA's Finance Committee approved a financing package of \$1.9 million, including a \$1.5 million low interest economic development loan and a \$400,000 forgivable loan to Geneva Supply. The funds will assist Geneva Supply in acquiring and expanding into a new 385,000 SF distribution center in Wilmot, WI. The low interest loans will be administered from the EDA and KABA Revolving Loan Funds. The forgivable loan will be administered out of the Kenosha County High Impact fund.



In February 2021, KABA's Finance Committee approved a \$50,000 forgivable loan to Advent Tool & Manufacturing. The funds will assist Advent in relocating to a new 50,000 SF manufacturing facility in the Salem Business Park.

NEWS, NOTES & EVENTS

KABA is celebrating 25 years in 2021! In 1996, the Kenosha Area Economic Development Corporation and the Kenosha Area Manufacturers Association merged to become a public-private partnership: the Kenosha Area Business Alliance. Read about the genesis of KABA at <https://kaba.org/news/blog>.



Attendees of the 2021 KABA Annual Meeting will hear a keynote address from Jon Roberts of TIP Strategies. Jon will explore the cascading effects of remote work on commercial and residential real estate, on transportation, and discuss what the "K-shaped recovery" means for our Kenosha County.

The annual meeting will also include board of directors election results and an update on the KABA organization and Kenosha County economic development initiatives.

Date: Tuesday, April 13, 2021

Time: 10:30 a.m. - app. 11:40 a.m.

Location: Virtual; with options to watch in-person at four "watch party" locations

Cost: \$25

[Learn more and register at kaba.org/KABAAM2021.](https://kaba.org/KABAAM2021)

2020 was a challenging year by many measures. Economic development throughout Kenosha County, however, continued to be strong. Read all about it in the 2020/21 KABA Annual Report, now available at kaba.org/locate-expand/data-center.

Are you looking to recruit outstanding early talent this spring? Gain access to students, spring graduates, and recent alumni from four colleges: Carthage College, Gateway Technical College, Herzing University, and UW-Parkside.

Students from all four colleges are actively looking for internships and full-time careers and will be ready to meet with you in virtual group and one-on-one sessions. Hosted virtually on Handshake.

If you have any questions, please contact Linda Bevec, Employer Relations Coordinator at UW-Parkside: Bevec@uwp.edu.

[Learn more at http://bit.ly/careerfair_2021.](http://bit.ly/careerfair_2021)



ON LEADERSHIP

Thank Your Employees for Doing Their Job | by Aleta Norris

I know what you're thinking!

Why should I thank my employees for doing their job? That's what they get paid to do.

Yes, and.

Yes, and we have learned that employees perform better when they feel appreciated, noticed, acknowledged, and not invisible.

Many leaders are willing to point out to their employees when they are not doing their job or are otherwise off track: when they fall below expectations, miss a deadline, mishandle a customer concern, look sideways at an employee, take too many liberties with flex time, use up PTO too early in the year, take too long to answer emails, cut people off mid-sentence, or fail to help an overwhelmed team member.

You get the idea.

So what about the times when they don't miss a deadline, handle a customer concern brilliantly, work extra hours to ensure the job is done, let PTO go unused, answer emails efficiently and professionally, show regard for everyone

around them, always be the first to put up their hand to help. What about that.

How about making it a specific point to reach out to these employees—these reliable, never-let-you-down employees—and let them know you notice.

"Hey, I want to take a moment to tell you I appreciate you. I notice you. You're here. Every day. Doing the work I and we need you to do. You're on time. You help others. I can count on you. I simply want you to know I notice it, and I appreciate it."

Too often we simply leave these people alone. They know I appreciate them. I don't have to tell them.

Do them a favor.

Tell them.

Aleta Norris is a leadership expert and Principal at Living as a Leader LLC.



The Benefits of Servant Leadership | by Jeff Hill

I've been blessed to serve in a variety of leadership roles throughout my career and work with several extraordinary individuals and teams. I've always felt a strong sense of purpose along with a desire to serve and a commitment to lead by example. My priority has always been to take care of the people I work with and create a culture where everyone feels valued and supported and engaged in fulfilling the mission of our institution and positively impacting the communities we serve.

This approach to leadership differs from the traditional leadership approach where there is an accumulation and exercise of power by those at the top. Servant leaders, conversely, share power with their team, put the needs of others first and help people develop and perform as highly as possible. Servant leadership moves beyond the transactional aspects of

management and instead actively seeks to develop and align an employee's sense of purpose with the company mission. Moreover, servant leaders are focused primarily on the growth and well-being of people and the communities to which they belong.

Servant leadership is gaining popularity and the benefits of this approach to leadership are

many. For example, this leadership style has been shown to increase employee satisfaction, reduce turnover and improve organizational performance. In addition, servant leaders foster a culture of trust and collaboration where employees feel more engaged and purpose-driven and, as a result, perform at enhanced, innovative levels. Finally, servant leadership breeds long-lasting success as well-trained and trusted team members continue to develop as future leaders, thus helping to ensure the long-term viability of the institution.

To practice this approach to leadership you must understand the power and responsibility of your role as a leader and continuously prioritize the needs of those you serve. You will also need to be sincere, transparent and consistent in your efforts to ensure your team knows you truly care about them and are committed to their success. This can be challenging when time is short, and resources are scarce. However, the benefits of servant leadership far outweigh the costs and your efforts will lead to both improved performance within your own organization and, more importantly, a team of dedicated employees driven to follow your lead and foster positive change throughout the communities in which they live and work.

"The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant." – Max De Pree

Jeff Hill is the Regional President - Wisconsin for Herzing University.



In other news...

KROGER'S KENOSHA COUNTY DISTRIBUTION CENTER RECEIVES STATE GRANT FOR ROAD WORK

Kroger Co.'s new customer fulfilment center in Pleasant Prairie will receive a \$951,315 grant from the State of Wisconsin to help rebuild 0.8 miles of Highway H. There will be new dedicated turn lanes for the Kroger facility, which is expected to generate new traffic of 288 delivery vans and 29 semi trucks a day.

The \$112.4 million distribution center, nearing completion, will support home deliveries in eastern Wisconsin, the Chicago area, the area around South Bend, Indiana.

PARKSIDE ATHLETICS ANNOUNCES MULTI-YEAR PARTNERSHIP WITH VONCO PRODUCTS

Vonco Products will become a member of the Parkside Athletics Corporate Partners Program. Vonco's generous financial support will benefit RangerVision 2020 and the new multipurpose indoor turf center. As part of the partnership, Vonco will have their logo prominently displayed in the turf center, set to be completed this spring in the Sports & Activity Center. RangerVision 2020 is a \$5 million campaign that will enhance the Sports & Activity Center (SAC) with the creation of two new facilities, the renovation of Alfred and Bernice De Simone Gymnasium, and additional enhancements to the SAC.

S.C. JOHNSON GIFTS GATEWAY \$5.5 MILLION TO HELP WOMEN & UNDERREPRESENTED STUDENTS OF COLOR PURSUE STEM STUDIES

SC Johnson announced in February it is donating \$5.5 million to Gateway Technical College to create the SC Johnson STEM Scholars Pathway, a program dedicated to providing women and people of color, who have historically been underrepresented in STEM industries, and those with limited means the opportunity to gain a four-year degree in STEM-related career fields. This gift marks the largest single donation to the college in its history.

"This is a really bold commitment that Fisk Johnson and the SC Johnson foundation made for our city and for southeast Wisconsin," said Gateway President Bryan Albrecht.

Read more about these stories and others at kaba.org/news/list.

EXPANSION PROJECT FOR HIGHWAY 50 TO BEGIN THIS SPRING

WIS 50 is a major east-west route serving Kenosha County communities. Over 60 percent of the traffic on the corridor is for local destinations. The expansion project is scheduled for an early February start as crews begin temporary roadway widening, temporary signal installation, storm sewer, and bridge work. Motorists can expect off-peak lane closures (middle of the day and overnight) on eastbound/westbound WIS 50 between WIS 31 and 117th Street. Read more about the project at projects.511wi.gov/wis50/2021-work.



TID NO. 8 MOVES AHEAD IN PLEASANT PRAIRIE

The Pleasant Prairie Village Board recently approved plans for Tax Incremental District No. 8 (TID 8). The District consists of app. 127 acres south of Hwy 50, north of 79th St., between 104th & 115th Avenues.

Fiduciary Real Estate Development has plans to develop the District in four phases. The initial development phase will create multi-family housing consisting of 300 upscale apartments. The remaining will be two commercial development sites and senior housing. Fiduciary plans to begin construction on the apartments this year. The proposed projects that will create approximately \$89.6 million in new value over the TID's life.



DOWNTOWN # UPTOWN # ONETOWN # KENOSHASTRONG

Nearly \$2 million of Disaster Recovery Microloans disbursed to local businesses affected by civil unrest

KABA, in conjunction with the Wisconsin Economic Development Corporation (WEDC), recently announced the recipients of the Disaster Recovery Microloan (DRM) Program. The DRM program is a loan program for local business owners who suffered measurable physical damage to their buildings/business due to civil unrest in the City of Kenosha this past summer.

The applications were reviewed and awarded by a 17-person committee comprised of volunteers from the business and non-profit communities.

A total of \$2.1 million was awarded to Kenosha County businesses to date. KABA has \$1.9 million still available for affected businesses and applications are being accepted and reviewed for future awards .

[More information about the DRM program and the application is available at kaba.org/Kenosha_Cty_DRM_2020.](http://kaba.org/Kenosha_Cty_DRM_2020)

Kenosha's 'innovation neighborhood' at the Chrysler site earmarked for funding, moves ahead

In February, the Kenosha Common Council approved \$7.4 million for infrastructure improvements, including roads and utilities, at the former Chrysler Engine Plant site. The 107-acre site is being revitalized into the Kenosha Innovation Neighborhood, a nearly \$20 million project. SmithGroup, an integrated design and engineering firm, is being commissioned to create a master plan for the area, incorporating input from and integration with the surrounding community. Plans include opportunities for job training and placement, business development, and education in science and technology.

Another \$4.9 million dollars is coming from the Economic Development Administration, and Gov. Evers has recommended that the state Legislature approve the city's request for \$9.75 million in capital funding from the state.

Kenosha buys former Uptown bank complex to develop community center

The former Brown National Bank complex at 2216 63rd Street in Kenosha's Uptown neighborhood is getting a new lease on life. The 17,500 SF building was constructed in 1965 and has largely been vacant for the last 10 years. The facility will be used as offices and meeting space for non-profits and community organizations.

The new community center is another piece of the redevelopment of the Uptown business district that suffered an estimated \$25 million in damages from the civil unrest throughout the city in August. Madison-based Gorman & Company is proposing a mixed-unit retail and resident complex on 22nd Avenue. Plans for the \$18 million project feature 104 apartments and 24,900 SF of commercial space.



Downtown Kenosha parking structure close to completion

A new parking structure for 300 cars in Kenosha's Downtown Area is almost ready for use. The structure was designed to include 16,000 SF of retail on the lower level with apartments planned for the future on upper levels of the structure.





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