



doing
business
in Kenosha
County...



a community profile

UNEXPECTED kenosha

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.

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

"Relocating an organization 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 know that we made the right choice."

— Kimball Bradley, President, Hanna Cylinders

Kenosha County has experienced strong population growth since the early 1990s. From 1990 to 2007, the number of Kenosha County residents swelled by 26 percent. The Wisconsin State Data Center projects this growth will continue in the years to come, with the population growing by 25 percent between 2008 and 2030. Its proximity to growing metropolitan areas and critical transportation nodes has brought more employers, workers, and residents to the county.



kenosha,
wisconsin

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

50 BEST CITIES TO LIVE • 2014

pleasant prairie, wisconsin

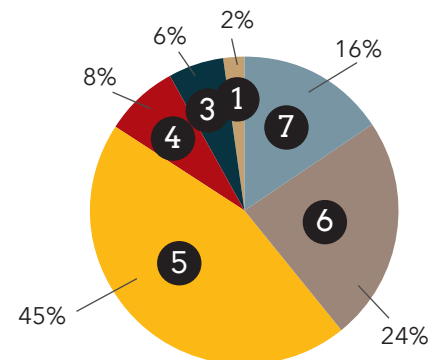
Named by NerdWallet as a Top Ten City in Wisconsin for

HOMEOWNERSHIP • 2014 & YOUNG FAMILIES • 2013

2010 & 2005 • Wisconsin Award for **MUNICIPAL EXCELLENCE**

In a 2014 survey of over 100 Kenosha County companies, the question was asked, "How happy are you with Kenosha County as a place to do business?"

Aggregate responses below with 7 being 'Very Happy' and 1 being 'Not Happy at All':



COMPETITIVE ADVANTAGE

location, location, 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 four million people.

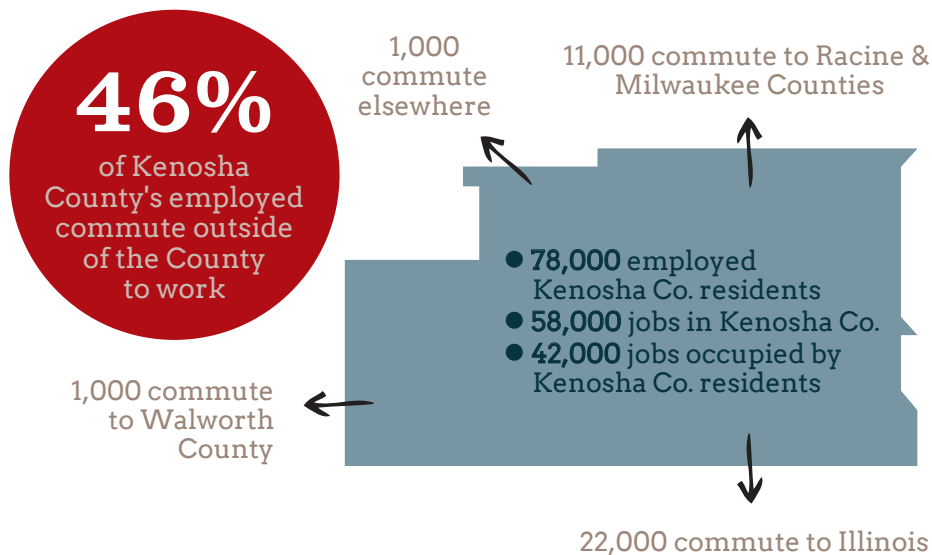
"Kenosha County is booming right now. A lot of folks are looking to move to this area. It's a great place to be. There's great people here, and great talent to draw from."

*— Jamie Hogan,
President,
Specialized
Accounting Services*

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 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.



The City of Kenosha owns and operates the Kenosha Regional Airport. The public-use airport has three runways and is an air traffic controlled general aviation facility.

Kenosha County offers vacant sites that are dual-served by the Union Pacific Railroad and Canadian Pacific Railway. Transloading services are offered on-site with abundant parking for trailers and cars.

The City of Kenosha has a Metra Commuter Rail station within walking distance of its downtown. It is the last stop on the Union-Pacific line, running from Kenosha to downtown Chicago.



COMPETITIVE ADVANTAGE

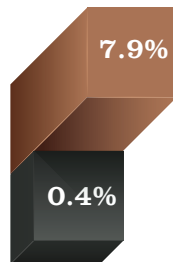
lower cost of doing business

It's not only Kenosha County's great location and quality workforce that leads companies to locate and expand here. 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.

Manufacturing & Agricultural 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%.



In 2016, Wisconsin leapfrogged nearly half the states in the country in Chief Executive magazine's annual ranking of state business climates. It rose from 41st place in 2010 to 11th in 2016; a 30-spot improvement in just six years.

Multi State Tax Comparison Company: Illinois Manufacturer

Description	IL 2015	WI 2015
State Corporate Income Tax	776,410	145,150
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
Total Tax	1,491,620	753,545

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*



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.



COMPETITIVE ADVANTAGE

skilled workforce

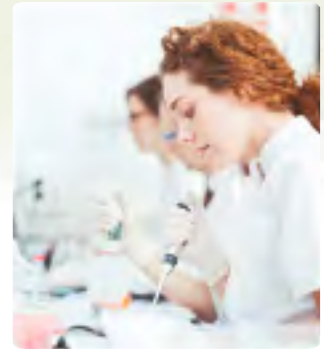
THE NUMBERS

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.

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

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.



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 headquarter operations here within the last five years.

Average Annual Private Sector Wage

	Lake Cty	Kenosha Cty
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
Total, all industries	\$ 67,231	\$ 37,577

Major Employers in Kenosha County

Kenosha Unified Schools	2,000+
United Hospital System*	2,000+
Aurora Health Care	1,000 - 1,999
Amazon	1,000 - 1,999
Kenosha County	1,000 - 1,999
Uline*	1,000 - 1,999
Snap-on*	500 - 999
Kenall Manufacturing*	500 - 999
City of Kenosha	500 - 999
Gateway Technical College	500 - 999
Carthage College	500 - 999
UW-Parkside	500 - 999
Birchwood Foods* (Kenosha Beef)	250 - 499
EMCO Chemical*	250 - 499
Jockey International*	250 - 499

*Headquarters

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

- Debra Waller, Chair & CEO, Jockey International

COMPETITIVE ADVANTAGE

good physical infrastructure

Kenosha has water!

Competitive Water Rates

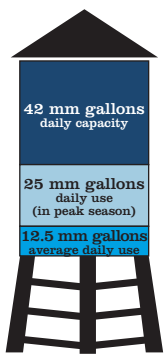
The rates for sewer and water services charged by the Kenosha Water Utility (KWU) are extremely competitive. Kenosha is in the bottom ten percent in the state, with 90 percent or more of Wisconsin municipalities paying more for their water.

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 quality of the raw water taken from Lake Michigan is already very high; however the KWU employs failsafe, state-of-the-art equipment to further process the water to an exceptional level of quality.



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 is looking for more major water users!

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



We Energies tops the nation for reliability, award-winning service

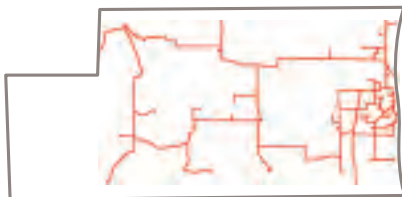
We Energies is one of the most reliable and well-run electric utilities in the nation and a real asset to businesses in Kenosha County.

The utility 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 2013, We Energies was named best in the nation at keeping the lights on. It received the national ReliabilityOne award for superior reliability of its electric system. We Energies 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 Kenosha County

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

Kenosha County has a strong inventory of land sites available for all sizes and types of users. LakeView Corporate Park has 200+ acres available for development; the Business Park of Kenosha is attractive for small- to medium-sized users with land sites and buildings available; and the Salem Business Park is a brand new business park with over 65 acres available to be divided into parcels as small as two acres, offering flexibility for small- to medium-sized companies.

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

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.

kenoshasites.com

There is a diverse and wide selection of commercial, industrial, and multi-use sites available for companies looking to locate to or expand in Kenosha County.

KenoshaSites.com features an interactive GIS mapping utility which allows users to search according to their building or site requirements, making the process much easier, faster, and more effective. It is also available at www.kaba.org.

The new online tool provides free and instant commercial real estate data, demographic breakdowns, lists of buildings available for sale or lease, and information on the local workforce, including education and skills.



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.

Contact: Ed Harrington, CenterPoint Properties, 630.586.8000 | eharrington@centerpoint-prop.com



Business Park of Kenosha, 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.

Contact: Chad Navis, Zilber Property Group, 414.274.2642 | chad.navis@zilber.com



First Park 94, Somers

New premier 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.

Contact: Adam J. Moore, First Industrial Realty Trust, 312 344 4306 | amoore@firstindustrial.com



Salem Business Park, Salem

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.

Contact: Heather Wessling Grosz, KABA, 262.925.3467 | hwessling@kaba.org

COMPETITIVE ADVANTAGE: access to education

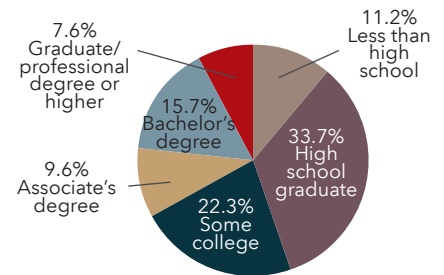


Kenosha has excellent primary and secondary education systems that offer diverse and challenging learning opportunities that consistently outperform the nation, in terms of standardized test scores.

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.

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

Education attainment rates:



Kenosha County has excellent higher education resources that consistently contribute interns, educated graduates, and engaged faculty toward the community's economic development. The combined enrollment of these institutions is over 13,000 full time students or equivalents.

And with Cardinal Stritch, 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.

3,500+
number of higher education degrees awarded annually to students attending one of the six institutions of higher education operating in Kenosha County.

University of Wisconsin - Parkside

The University of Wisconsin-Parkside is a four-year public university affiliated with the University of Wisconsin System. It offers 37 majors, 40 minors, and multiple certificates, pre-professional programs, and online degrees. It's over 4,7000 students enjoy a campus rich in athletics, arts and culture while being surrounded by nature. The "Rita" is the region's premier venue for fantastic music and theatre performances.



Parkside's Intern Connections Program allows students to integrate academic studies with professional work experience.

Learn more at www.uwp.edu.

Carthage College

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.



The Smeds Executive Internship Program is a summer internship program that allows students to apply their coursework in real-world settings, and enables companies and organizations to employ students for real-work projects while evaluating them as potential employees.

Learn more at www.carthage.edu.

Gateway Technical College

Gateway Technical College serves over 28,000 students in more than 100 associate degree, technical diploma, advanced certification, apprenticeship and online programs. It's Workforce & Economic Development Division (WEDD) serves as the connection between education, industry and the workforce. It's Boot Camp programs offer intensive training programs that put people to work with the specific skills needed by local employers. The fast-paced, hands-on model has been developed to fill gaps in industry.



Learn more at www.gtc.edu.

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.

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...

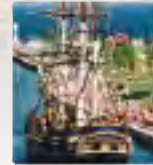
www.downtownkenosha.org!



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

Kenosha County has 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, Premium Outlets shopping, classic car shows, Taste of Wisconsin and Grills Games festivals....the opportunities are endless!



Tall ships festival



Danskin Triathlon



HarborMarket



Bristol Renaissance Faire



Kenosha Symphony



Kenosha Public Museum



Peanut Butter & Jam



UW-Parkside theater production

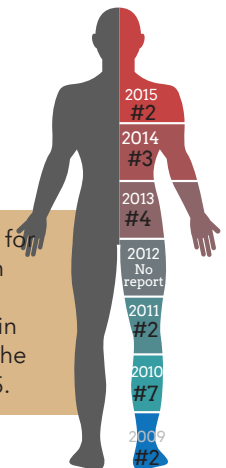
Arts & Culture

There is a thriving arts scene in Kenosha that is on display throughout the year in various venues. Many art galleries, theaters, cafes and performing arts spaces dot the downtown area and most nightspots feature live music on a regular basis. Kenosha values the arts and see it as an integral part of its redevelopment.

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 available in the nearby Chicago and Milwaukee area communities.

The Federal Agency for Healthcare Research and Quality (AHRQ) has ranked Wisconsin health care among the very best since 2005.



Housing

Kenosha County has many different housing options to fit any lifestyle. From downtown and lake front living to family-friendly subdivisions and neighborhoods to sprawling acreage in the countryside, Kenosha County has everything you could want at a price that is much more affordable than the Milwaukee or Chicago areas. Get more for your money!



Lakefront at Harbor Park



Great school system



Quaint neighborhoods



Downtown apartment living



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

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.



Headquartered in Kenosha County

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. They 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, adding another million-square-foot fulfillment center and relocate its Midwest Operations Center to Kenosha from Waukegan, Illinois.



Headquartered in Kenosha County

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.



Kenosha County is experiencing a surge in development activity.

Since the beginning of 2013, Kenosha County has announced development projects that will add

...over **6,000 jobs**

...nearly **\$1 billion** in new capital investment

...and app. **9 million square feet** of development/absorption

Kenosha County



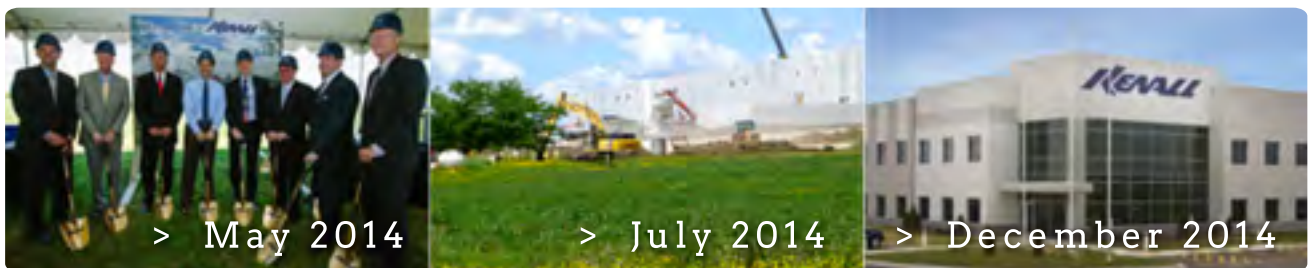
SUCCESS STORY

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: The speed at which this project was built is impressive. Kenall “officially” kicked off construction with ground breaking ceremony on May 23, 2014, though some grading and site work had begun a few weeks prior. 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 at the new facility.



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.

SUCCESS STORY

niagara bottling

Project: Groundbreaking to production in 233 days

Ontario, California-based firm selected Kenosha County for a new water bottling facility. The company acquired a 22-acre site in Pleasant Prairie’s LakeView Corporate Park upon which they have constructed a 377,000-square-foot facility. The project represents a total capital investment of approximately \$75 million and is expected to generate about 75 new jobs with average annual salaries of \$44,000.



Assistance Package: \$1.63 million total package. \$650,000 million in State of Wisconsin Jobs Tax Credits via the WEDC; \$635,000 in Pleasant Prairie TID # 2 assistance related to site & infrastructure development; \$350,000 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,
Chair & CEO,
Bradshaw Medical, Inc..*

Contact Us

Kenosha Area Business Alliance, Inc. (KABA)
5500 Sixth Avenue, Suite 200
Kenosha, WI 53140 | info@kaba.org
262.605.1100 | www.kaba.org

LEADERSHIP

KABA is governed by a 31-member board of directors, with day-to-day management handled by a professional staff (listed below).

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

DRIVING ECONOMIC DEVELOPMENT