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.

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.

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’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

Connect with us online!

@kabaconnecthere
The Best,
may you and your families have a Blessed Holiday Season, and a Prosperous New Year.
And for now, most importantly, Thank You for your never ending support and contribution, and more communications on the progress we are making.

way to leveraging the resources we will need to support our economic growth. Stay tuned for there are many fine programs in the Tri County region and as we collaborate and bring them what is going on in industry the bigger the win is for everyone involved.

We believe that the more connectivity there is between what is going on in the classroom and learning, exactly the skills employers have been asking for.

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

have positive traction in this area, STEM has national brand recognition and we have in our

Initially we will be focusing on building capacity for STEM education in the region. Why

Think of the possibilities for our students to get back some of the learning opportunities that have been cut due to budget constraints.

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.

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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 goal. 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.

ECONOMIC DEVELOPMENT FINANCING
KABA will fund $3 million per year in new project financing.

Thank you to the following companies for investing in KABA!

CAFÉ ECIG LLC
A retail store in Uptown offering quality electronic cigarettes, premium US etiquette, & 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 POWER-DOUSE 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.

continued on page 5 >
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.

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 / Northern 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 plugging 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.
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 its 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 Science 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.

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 8535 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 1969. 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 100 people. Additionally two new paint lines – for quart and aerosol products – were added within the last year.

“Since the plant’s founding in 1969, 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 north-west side of Milwaukee. The Kenosha-based hand tool manufacturer is planning a $2.6 million expansion which includes adding 25,000-square-feet 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.

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 JP Morgan’s Private Wealth Group and the last three with Hendrick 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; Jeannette Armstrong—Office Administrator.

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, Centrisys Corporation; Fast Five ASYST Technologies, Catalyst Exhibits, Clean in 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): Ken Clusman, Plant Manager, Rust-Oleum Corp.; Jennifer Dooley, Principal, Dooley & Associates; Michael Kopper, CEO, Centrisys Corporation; Dean Helmers, Partner, Equity Creative; Charles Skandstad, Partner, Equity Creative; Chet Keene, President, IRIS USA; Jen Musil, Owner, Clean in Green Solutions; Paul Stahlberg, Executive Vice President, Creative Services, Catalyst Exhibits; Tim Roberts, President & CEO, Catalyst Exhibits. Not pictured: Pat Bonus, ASYST Technologies.
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 Plet 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 Plet 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 sophomores 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 Plet 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 Insalaco at bfinsalaco@kutka.org or call 262-605-1100.

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 Bachelor’s degree in Zoology at UW-Madison where I worked at the Natural History Museum. I then moved back to Wisconsin to work for the DNR. I have worked there for 14 years.

What is your favorite Kenosha County event/ activity? The Dine at the Dunes is one of my favorite county events.

What do you love about Kenosha? I’ve been living here my whole life, and I love the community. It is a wonderful place to live, work and play. Anyone who is interested can learn more about the project and how to get involved at www.downtownkenosha.org.

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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.

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, WWBIC, 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!
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Virginia Moran
Chief Executive Officer,
LMI Packaging Solutions, Inc.

Vice Chair
Frank Unick
Chief Financial Officer,
Uline, Inc.

Secretary
Susan Ventura
Executive Vice President,
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Downtown Kenosha

Tina Schmitz
Chief Financial Officer

Heather Wessling
Vice President,
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