

# 2013 KABA ANNUAL REPORT



Dear Investors, Partners, and Stakeholders:

2013 was a banner year for Kenosha County's economic development!

Projects involving nearly \$375 million in private investment, over 2,600 jobs, and almost three million square feet of development or absorption were secured.

This activity and an improving national and global economy produced tremendous positive momentum in Kenosha County.

The report that follows details much of that activity. It also highlights notable economic development items that have been accomplished during the last five years (2009-2013), since the Kenosha First Strategy was developed and adopted as KABA's strategic plan.

We take pride in the progress that our community has made. As we acknowledge and celebrate recent success, we also look ahead to 2014 and beyond and set our sights on new challenges and opportunities. For KABA, our focus will continue to be:

1. Positioning the community for long-term, sustainable economic success (while capitalizing on immediate growth and development opportunities);
2. Talent development, retention and attraction; and
3. Revitalization of the Downtown and urban core.

Thank you for your support of KABA and its mission of community and economic development.



Best Wishes,

*Jean Moran*

Jean Moran,  
Chair

*Todd Battle*

Todd Battle,  
President

**The Kenosha Area Business Alliance (KABA) is Kenosha County's economic development organization and business association.**

A public-private partnership, KABA is focused on making the Kenosha Area a better place to do business, live, and work, through:

- 1** Economic development initiatives that stimulate private sector investment and job creation.
- 2** Providing programs, products, and services that improve the competitiveness of Kenosha Area employers and their employees.
- 3** Educational initiatives aimed at enhancing student achievement and overall school performance.

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## STAFF

Pictured (Clockwise beginning with bottom left): Becky Noble, Director of Marketing; Violet Ricker, Executive Director, Downtown Kenosha; Brooke Infusino, Director of Talent Development; Todd Battle, President; Heather Wessling, Vice President of Economic Development; Tina Schmitz, Chief Financial Officer; Jeanne Geiger, Administrative Assistant; Lisa Felston, Office Manager.

## 'KENOSHA FIRST' FIVE YEARS LATER: HOW'S KENOSHA COUNTY DOING?

In 2008, KABA engaged TIP Strategies, Inc., an Austin-based economic development consulting firm, to assist in developing an economic development plan for Kenosha County called **KENOSHA FIRST—AN ECONOMIC DEVELOPMENT STRATEGY FOR KENOSHA COUNTY: THE NEXT PHASE**. The seven-month process incorporated input and ideas from key stakeholders throughout the county and was a response to KABA's desire to understand how the county's public and private resources can most effectively be deployed to stimulate private investment and employment.

In 2008, and still today, the economic vitality of Kenosha County stood at a critical juncture. The closure of the Chrysler engine plant signaled the end of Kenosha's century-old history of automotive production. Long dependent on traditional manufacturing sectors, the county's economy was and is making the transition to knowledge-based industries, professional services, and entrepreneurship.

KABA and Kenosha County have used the Kenosha First plan as its economic development blueprint. This annual report takes a look at the significant progress that has been made since the plan's adoption in spring 2009.

# LEADERSHIP



**Chair**  
Virginia Moran  
Chief Executive  
Officer,  
LMI Packaging  
Solutions, Inc.



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



**Secretary**  
Susan Ventura  
Executive Vice  
President,  
United Hospital  
System, Inc.



**Treasurer**  
Patrick DeGrace  
Director of  
Customer Care,  
Hospira, Inc.

William Abt  
Senior Vice President  
for Business and  
Administration,  
Carthage College

Bryan Albrecht  
President,  
Gateway Technical College

Anne Arbas  
Vice President-  
Controller & Global Tax,  
Jockey International, Inc.

Marvin Bembry  
Director, State  
Government Affairs,  
AbbVie

William Chew  
Regional President –  
Midwest & Southeast  
Regions,  
SuperValu, Inc.

Susan Crane  
Director - Power  
Generation,  
We Energies

Matthew Davidson  
Chief Executive Officer,  
Xten Industries, LLC

Ken Dowdell  
Vice President/  
Publisher,  
Kenosha News

Deborah Ford  
Chancellor,  
University of Wisconsin -  
Parkside

Timothy Geraghty  
Attorney,  
Godin Geraghty  
Puntillo Camilli, SC

Michele Hancock  
Superintendent  
of Schools,  
Kenosha Unified School  
District

Mitchell Januszewski  
President & Chief  
Executive Officer,  
Regulatory Compliance  
Associates, Inc.

Jerry King  
Chief Financial Officer,  
Kenosha Beef International, Ltd.

Karla Krehbiel  
Senior Vice President,  
Johnson Bank

Chad Navis  
Director of Industrial  
Development,  
Zilber Property Group

Tracy Nielsen  
Chief Executive Officer,  
United Way of Kenosha  
County

Chris Olson  
Vice President & Chief  
Administrative Officer,  
Aurora Health Care

Aldo Pagliari  
Senior Vice President –  
Finance & Chief  
Financial Officer,  
Snap-on Incorporated

Brenda Penesis  
Plant Manager,  
GBC / ACCO Brands

Carl Schultz  
President,  
Five Star  
Fabricating, Inc.

Peter Sinsky  
Chief Financial Officer,  
Riley Construction  
Company

Charles Skendziel  
Owner,  
Equity Creative

Stanley Torstenson  
Retired CEO,  
Stans Lumber, Inc.

Timothy Woods  
Director- Manufacturing  
& Operations,  
North America,  
SC Johnson & Son

# COMMITTEES

## Audit

David Geertsens  
Kathleen Goessl  
Patrick Milne  
David Nankin  
Karl Ostby  
Frank Unick\*

## Executive

Anne Arbas  
Susan Crane  
Matthew Davidson  
Patrick DeGrace  
Timothy Geraghty

## Finance

Karla Krehbiel  
Virginia Moran\*  
Aldo Pagliari  
Peter Sinsky  
Stanley Torstenson  
Frank Unick  
Susan Ventura

## Finance

Sue Block  
Thomas Camilli, Jr.  
Jay Cashmore  
Jens Emerson  
Nate Franke

## Wayne Kottka

Wesley Ricchio  
Andy Vogel  
David Jonathan Wright\*

## Nominating

Matthew Davidson  
Patrick DeGrace  
Jerold Franke  
David Geertsens  
Virginia Moran  
Barbara Riley  
Robert Terwall  
Stanley Torstenson

## Personnel

Jerold Franke  
Virginia Moran\*  
Stanley Torstenson  
Frank Unick

## Scholarship

Laura Malloy Bush\*  
Treopia Cannon  
Andrew Dodge  
Paris Echoles  
Jennifer Koeppendoerfer  
Linda Langenstroer

\* denotes chair



# 2013: Kenosha County, WI

**2,600 JOBS**

**\$375 MILLION**

in Capital Investment

**2.9 MILLION SF**

Developed/Absorbed

**2.6K JOBS**



**\$375MM CAP EX**



**2.9M SQ FT**



# 2013

# 1

SUPPORT AND EXPAND THE EXISTING BASE THROUGH BUSINESS RETENTION AND CONSOLIDATION STRATEGIES.

Kenosha County



## 2013 PROJECTS

Company	Project	Jobs	Approximate Investment
Amazon.com	Two fulfillment centers totaling 1,500,000 SF on 160 acres	1,600	\$300 million
Kenall Manufacturing	354,000 SF HQs & advanced manufacturing facility	621	\$30 million
EMCO Chemical Distributors	325,000 SF HQs & industrial & distribution facilities	145	\$10 million
Hanna Cylinders	105,637 SF HQs & production facility	105	\$3.2 million
Ta Chen International	471,403 SF industrial building	61	\$36 million
L & M Corrugated	100,000 SF manufacturing facility	44	\$5 million
Konecranes	60,256 SF industrial building	43	\$250,000

# 2009-2012

## 2009

Company	Project	Jobs	Approximate Investment
ACCO Brands	Retention/consolidation of two facilities	115	\$2 million
Affiliated Foods Midwest	730,000 SF distribution facility	200	\$82 million
Albany Chicago	Production expansion	35	\$5.1 million
Bradshaw Medical	30,000 SF manufacturing facility & HQs	125	\$3 million
Centrisys Corporation	30,000 SF expansion to its manufacturing facility	8	\$2.7 million
Ocean Spray	Expansion of juice production & bottling operations	12	\$10 million
ULINE	250,000 SF corporate campus & 1,080,000 SF distribution facility	1,000	\$200 million



ULINE's corporate campus under construction in Pleasant Prairie.



KABA & the Wisconsin Dept. of Commerce acted swiftly to retain ACCO's facilities and jobs in Wisconsin.

## 2010

Airflow Technology	47,000 SF expansion to production facilities	10	\$3 million
Gordon Food Service	585,000 SF distribution facility	200	\$70 million
Mondi Akrosil	168,879 SF production facility	50	\$20 million

## 2011

### Company

### Project

### Jobs

### Approximate Investment

Allied Plastics

Production facility expansion

24

\$1.25 million

Catalyst Exhibits

144,000 SF HQs & manufacturing facility

100

\$3 million

## 2012

Good Foods Group

57,000 SF HQs & food processing facility

50

\$4 million

Handi-Ramp

57,000 SF manufacturing facility

10

\$2 million

Meijer

833,677 SF of distribution space (w/existing facility & addition)

300

\$146 million



Governor Walker announces the relocation of Catalyst Exhibits' headquarters and manufacturing facility to Pleasant Prairie.

## 2009

KABA formed the CEO Roundtable for mid-sized second stage manufacturers. The roundtable blends peer learning with presentations by relevant subject matter experts.

## 2010

Bradshaw Medical, Inc. and LMI Packaging Solutions, Inc. were named Wisconsin Companies to Watch, an awards program honoring second-stage companies. KABA was a proud sponsor of the program's inaugural year.

## 2011

Four Kenosha County companies were recognized as Wisconsin Companies to Watch: Centrisys Corporation, Equity Creative, Regulatory Compliance Associations and Xten Industries.

KABA's BR|E Program is expanded with 65 companies participating in the interview process.

## 2012

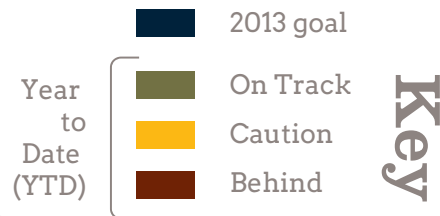
Over 60 companies participated in the KABA BR|E Program and were added to the economic development software package called 'Synchronist'.



# Kenosha County Economic Development SCORECARD

2013

The KABA Scorecard is a set of primary performance indicators to track the overall performance of KABA and Kenosha County 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 1,000 jobs per year. 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 annually.



## 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.



## Web Site

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



## BR|E Program

KABA will make 100 Business Retention & Expansion (BR|E) visits per year\*.



## Economic Development Financing

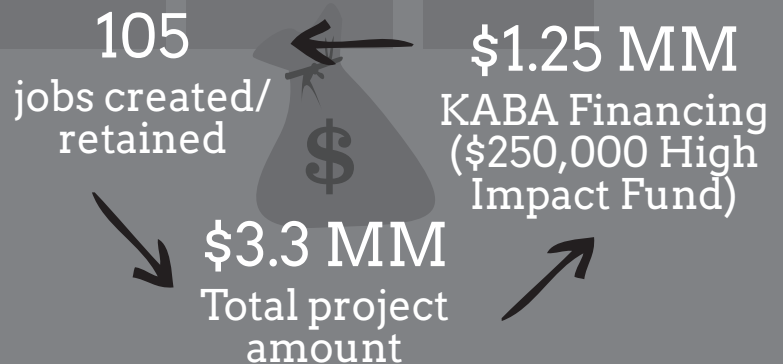
KABA will fund \$3 million per year in new project financing.



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

# 2013 KABA BORROWER PROFILE

**Hanna Cylinders**  
Hydraulic & pneumatic  
cylinder, valve &  
actuator manufacturer



## 2013 Kenosha County Business Excellence Awards

KABA, in collaboration with the Kenosha Area Chamber of Commerce, recognized seven local companies and one individual for their success at the 2013 Kenosha County Business Excellence Awards in November. The event was presented by Johnson Bank and UW-Parkside, and additionally sponsored by BizTimes Media and CliftonLarsonAllen.

Rust-Oleum Corporation was honored as Business of the Year. Rust-Oleum Corporation is a maker of protective paints and coatings for home and industry use. Rust-Oleum has been on an upward trajectory since establishing its manufacturing plant in Pleasant Prairie in 1989, growing tenfold in the last ten years.

Small Business of the Year recognition was given to Equity Creative and Michael Kopper, CEO, Centrisys Corporation, was named Entrepreneur of the Year.

The Fast Five recognition recognizes rapidly-growing companies that are driving the economy now and into the future. The 2013 Fast Five recipients were: ASYST Technologies, Inc.; Catalyst Exhibits, Inc.; Clean & Green Solutions, LLC; Dooley & Associates, LLC; IRIS USA, Inc.



The 2013 Business Excellence Award winners. (not pictured: ASYST Technologies)



Ken Clusman, Plant Manager, accepts the Business of the Year award on behalf of Rust-Oleum Corporation.

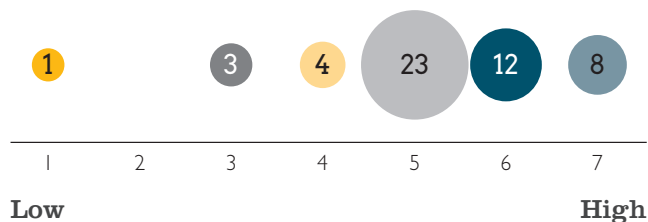
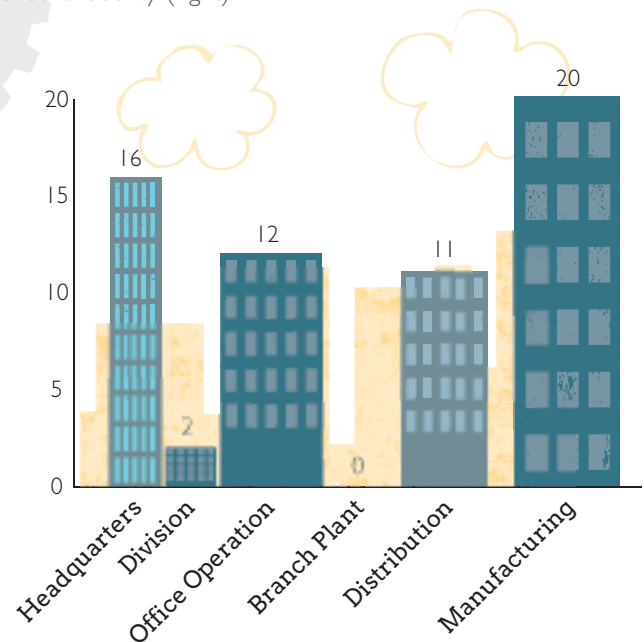
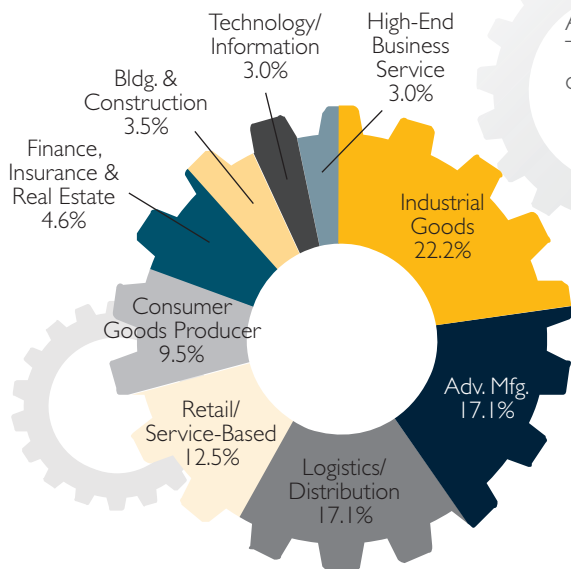
## Business Retention & Expansion (BR|E)

The KABA BR|E program aims to gather insight from second-stage companies throughout Kenosha County about doing business in the community. These visits allow KABA to recognize opportunities and challenges and help foster job creation, increase revenues, and enhance the quality of life in Kenosha County.

Heather Wessling joined KABA in July 2013 as its Vice President of Economic Development. Heather immediately resumed and ramped up KABA's BR|E program, **targeting and completing 50 site visits in a six month period.**

### Second Stage Companies Continue to Grow: Manufacturing Sector Targeted for Interviews

Approximately 50 companies were interviewed in the second half of 2013. The two charts below break down the industry sector (left) and type of operations in Kenosha County (right).



### How strongly does this top executive support the community as a place to do business?

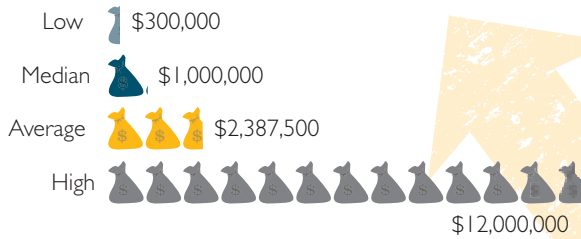
While many factors influence a company's view of a business-friendly climate, proximity to market, labor force quality/supply, cost of raw materials, transportation, taxes, and regulatory environment are all major contributors to that opinion. A company executive's views can reflect the status of the company's intent to remain in the community or determine if the company will expand on site or off site in the future.

One of the tracking goals of the BR|E program is to protect a company's ongoing presence and investment in the community. Companies in decline and companies in high growth stages often pose warning signs to leave the community. In Kenosha County, sustainability is markedly strong, with risk factors emerging mainly in areas of expansions.

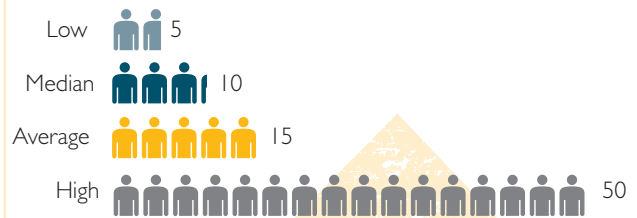
### Executive is confident company operations will remain in Kenosha County



### Estimated Capital Investment\*



### Estimated Number of New Jobs\*

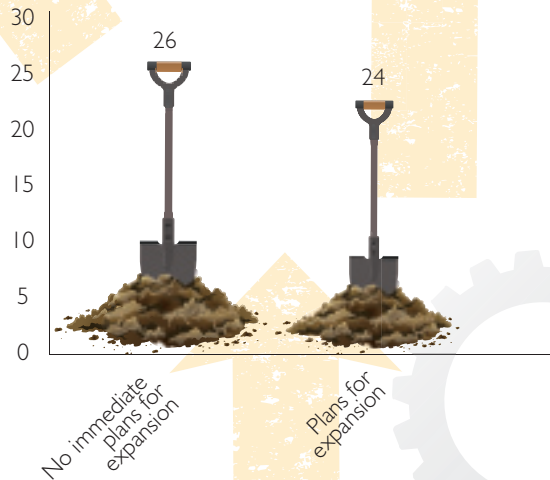


Interviewed companies forecasted \$24,400,000 in expenditures for real estate expansions and equipment investments planned for 2014 and into 2015. With projected growth plans adding 741,000 square feet onto existing facility space, the surge for expansionary activity should continue into the next year.



Rust-Oleum added quart and aerosol paint lines in 2013; a 250,000 SF expansion to its warehouse (pictured) is currently under construction.

### Expansion



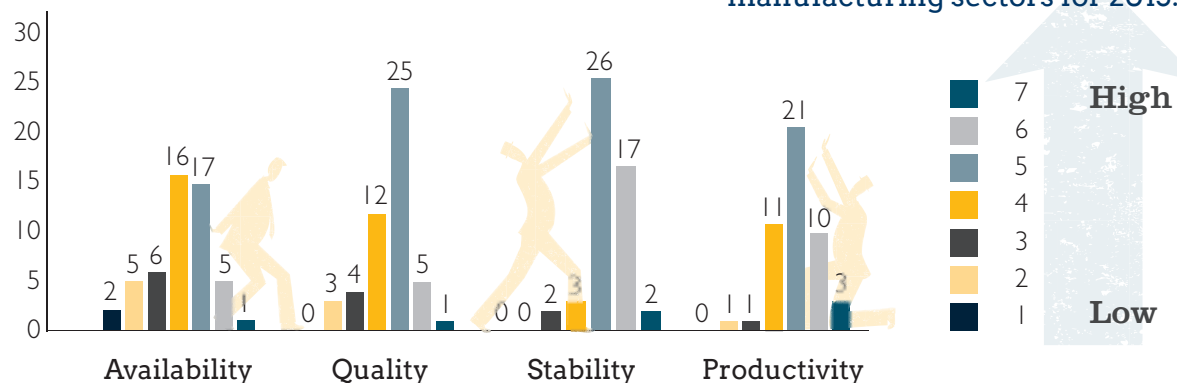
### Estimated Size of Expansion\*



\*based upon responses by companies that indicated expansion plans

### Workforce

Employers ranked quality and stability high and availability lowest. Recruitment of employees is becoming more challenging as Kenosha County attracts more companies. The challenge is finding qualified applicants for mid-level and support positions that require specific manufacturing skills.



Growth activity was reported highest in the food processing and advanced manufacturing sectors for 2013.



## POSITION KENOSHA COUNTY FOR LONG-TERM ECONOMIC GROWTH AND DEVELOPMENT.

### Foresight 20/20

Foresight 20/20 is a joint initiative between Kenosha County, KABA, and the United Way of Kenosha County to bring the business community, government, education, and non-profits together to engage in a purposeful dialogue about Kenosha County including the critical issues that the community faces and how success can be achieved.

A kick-off event was held in May that brought together over 100 leaders from all sectors of the community to discuss a collective vision and how collaboration to address complex issues can be enhanced to allow the community to realize its full potential. KABA and its partners look forward to expanding the relationships created and exploring and implementing the ideas and solutions explored at the 2013 events.

### Demand for Shovel Ready Sites and Available Buildings Accelerates

Recent strong economic development activity has pushed industrial vacancy rates to extremely low levels. Major industrial projects have also absorbed several of the area's shovel ready development sites. As a result, there is a general increase in industrial real estate activity. During 2013, multiple concept plans were presented for new business and industrial park developments. KABA must continue to work cooperatively with its public sector partners to leverage community resources and infrastructure and ensure that supply meets or exceeds demand.

## 2013 KABA BORROWER PROFILE

**Converting  
Solutions, Inc.**

Laminating, Die  
Cutting & Finishing  
Workshop

3  
jobs created/  
retained

\$149,600  
KABA  
Financing

\$374,000  
Total project  
amount



# Racine/Kenosha Fastpitch Competition

KABA co-hosted the second annual Fastpitch competition at the UW-Parkside Student Center Ballroom in August. Fastpitch showcases entrepreneurs in the start-up, pre-start-up and idea stages.

Each participant had three minutes to 'pitch' their idea to a panel of judges from the business and investment community. Ten finalists then went on to compete in a final round for three top prizes. All competitors received invaluable feedback, a fun experience, and valuable exposure to investors, business leaders, potential mentors, and media.

## Revolving Loan Program (RLF)

KABA manages an extensive portfolio of community revolving loan funds, totaling almost \$29 million. 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.

The map below illustrates the approximate size of each of KABA's **53 loans** as well as where in Kenosha County our current loan customers are geographically located.



## Kenosha County High Impact Fund

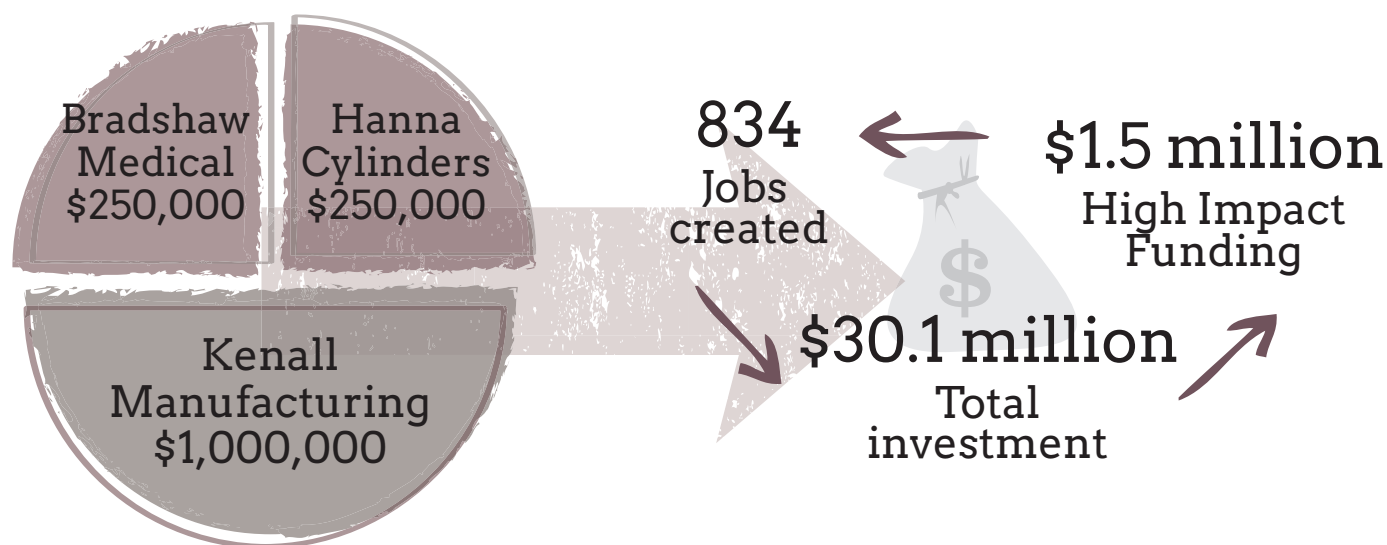
In 2011, the Kenosha County Board approved a resolution to provide \$1 million for a “high impact fund” to help attract high quality economic development projects that have a substantially positive impact on the community in terms of high quality job creation and private investment. Since then, an additional \$500,000 has been pledged.

The resolution identifies “high impact” developments as those which create at least 50 new high-paying jobs or those involving a capital investment of at least \$3 million.

Below is a list of projects funded by the Kenosha County High Impact Fund since its inception:



Governor Walker presents Kenall CEO Jim Hawkins with a state flag to welcome him and his company to Wisconsin.



## KABA Roundtables

KABA hosts four professional roundtables on a quarterly basis: CEO, Finance, Human Resources (HR), and Marketing. These roundtables provide a forum where professionals can discuss current, relevant issues and draw on the collective experience of the group to gain practical insights which can be applied immediately.

**14**

People participated in **40 CEO Roundtables**

**59**

People participated in **10 Finance Roundtables** (began in 2011)

**29**

People participated in **2 Marketing Roundtables** (began in 2013)

**89**

People participated in **18 HR Roundtables**

(note: only unique individuals counted)

# 2009-2012

2009

Two major regional universities – Concordia University Wisconsin (CUW) and Herzing University – opened Kenosha campuses.

UW- Parkside's Student Union and Admission Center underwent a major renovation, adding an additional 53,000-square-foot building to house a Student Involvement Center; doubling the size of the prior student union.

Carthage College's \$13.5 million renovation to the former Physical Education Center – the Tarble Arena – opened its doors in January.

The 28,000-square-foot Kueny Aquatic Center opened in December at the Kenosha YMCA.

2010

The number of Kenosha County residents grew 11% in the last decade, giving it an overall population growth of 35% over the last 30 years.

Gateway Technical College opened its 12,800-square-foot Advanced Propulsion Lab at the Horizon Center for Transportation, supported in part by Snap-on Inc.

Carthage College opened two new campus buildings: a \$13.5 million 55,000-square-foot student center and a \$6.5 million four-story, 27,500-square-foot residence hall.

Pleasant Prairie's LakeView RecPlex opened the 32,000-square-foot Aqua Arena.

2011

The City of Kenosha's is established as a Development Opportunity Zone, which comes with a \$5 million allocation of Wisconsin Corporate Income Tax Credits.

The Kenosha County High Impact Economic Development Fund was funded in February with \$1 million investment from Kenosha County.

An agreement was reached that will give the City of Kenosha ownership and lead development of the 106-acre Chrysler site.

A third comprehensive high school in the Kenosha Unified School District opened for the 2011-2012 school year: Indian Trail High School.

UW-Parkside opened its \$34 million, 92,000-square-foot addition and renovation to their Communication Arts Building: the Rita.

The Boys and Girls Club of Kenosha opened the doors of its new 80,000-square-foot facility that nearly tripled their program space.

2012

Kenosha County earmarked another \$500,000 for the High Impact Fund.

KABA's extensive portfolio of community revolving loan funds grows to almost \$29 million.

KABA co-hosted an event supporting entrepreneurs in the start-up, pre-start-up and idea stages: The Racine/Kenosha Fastpitch Competition.

# 3

## ATTRACT, ENGAGE, AND RETAIN TALENT.

KABA continues to facilitate workforce training, leadership development, and youth education initiatives throughout Kenosha County.

126

Participants in the inaugural **Leadercast** event at Carthage College

19

Individuals completed the second series of the **Living as a Leader Leadership Development Series**

283

Individuals representing 42 area employers attended one of 35 **KABA training programs**

10

Kenosha County manufacturers participated in the inaugural **Explore Manufacturing Expo**

70

High school students participated in three **Schools2Skills tours** at six local manufacturing companies

500

Middle and high school students attended the **Explore Manufacturing Expo** at the SC Johnson iMet Center

34

Human resource professionals attended at least one of four **KABA HR Roundtables**

68

Participants in the **KABA Supervisory Management program**

4

Kenosha County manufacturer ambassadors in the **Dream it! Do it!** program



Leadercast.



Schools2Skills tour at Ocean Spray.



The Explore Manufacturing Expo at the SC Johnson iMet Center in Sturtevant.

2013



# YLINK

Young Leaders in Kenosha

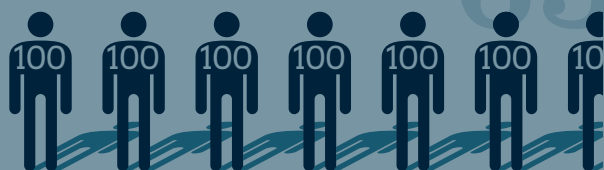
KABA provides Y-Link – Kenosha's young professionals organization – with dedicated administrative and organizational resources. KABA's Director of Talent Development, Brooke Infusino, also serves as Y-Link's Executive Director. The organization is advised by an eleven-person volunteer board of directors as well as three volunteer committees.

# of yps who...

...receive the e-newsletter



...attended an event



...interacted on social media



357

young professionals participated in professional development events

289

hours were donated by Y-link volunteers to raise funds, goods and awareness for non-profit agencies in Kenosha County

137

young professionals participated in professional & personal networking opportunities

12

companies invested in Y-Link by becoming Corporate Partners

> [www.ylinkenosha.org](http://www.ylinkenosha.org)



## 2009

Y-Link was founded as a partnership between KABA, the Kenosha Area Chamber of Commerce and the United Way of Kenosha County.

KABA provided 37 training programs and workshops to 269 individuals from 75 different area employers. Four HR Roundtables were held with 34 individuals attending.

Four major wage and salary survey reports were released for 736 benchmark positions.

Ten individuals received Masters Certificates in Human Resource, Quality, or Supervisory Management.

## 2010

KABA partnered with MRA to add webinars to its catalog of training resources available for area employers.

Y-Link kicked off it's CEO Breakfast Series with guest speaker Jean Moran, CEO of Kenosha-based LMI Packaging Solutions.

Four major wage & salary survey reports were released for 748 benchmark positions.

Ten individuals received Masters Certificates.

## 2011

KABA partnered with Living As A Leader to offer a comprehensive leadership development program in Kenosha County for managers, supervisors and others in leadership positions: The KABA Leadership Development Series.

KABA provided 28 training programs and workshops for 309 individuals from 50 area employers. Three HR Roundtables were held with 24 individuals attending.

KABA continues its support for Y-Link, hosting consultant Rebecca Ryan as its annual meeting keynote and at a Next Generation Leadership Roundtable with Y-Link Leadership

## 2012

Brooke Infusino joined KABA in October in a newly-created position for the organization: Director of Talent Development.

KABA continued its partnership with Living As A Leader to offer a comprehensive leadership development program for Kenosha County employers and their emerging leaders.

Y-Link entered into a managing partner agreement with KABA, whereas KABA would provide Y-Link with dedicated administrative and organizational resources.



The Next Generation Leadership Roundtable with Rebecca Ryan.



A recipient of the Supervisory Management Certificate at the 2010 KABA Annual Meeting.

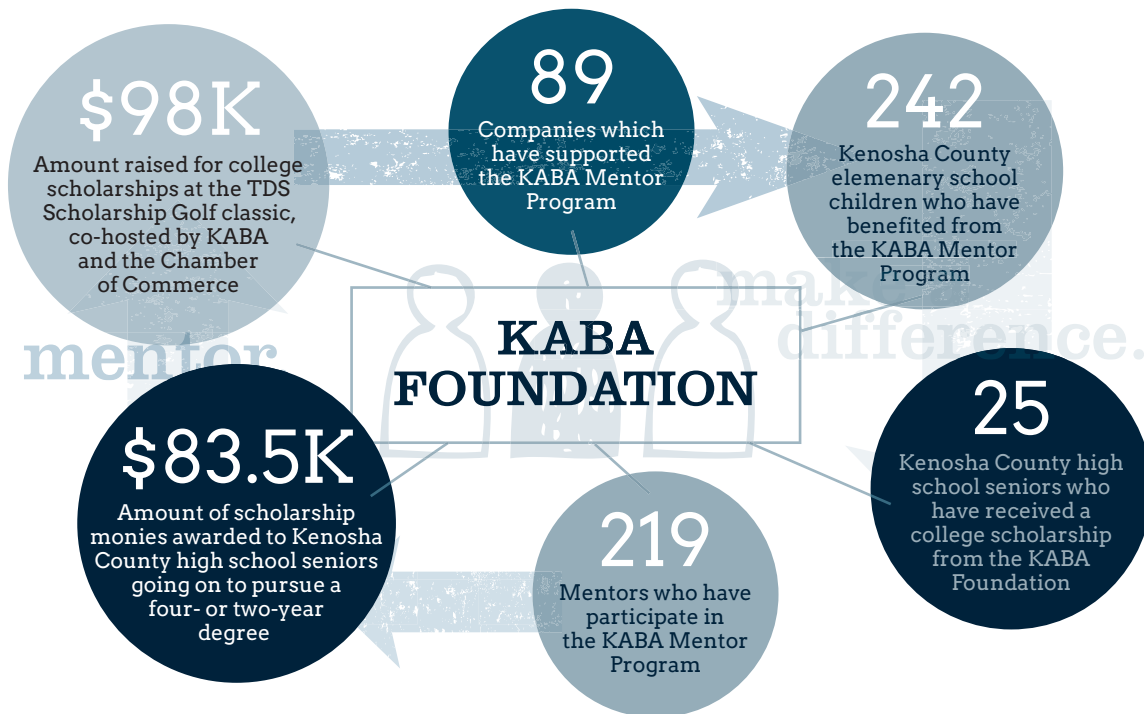
# THE KABA FOUNDATION

In 1996, the Kenosha Area Business Alliance Foundation, Inc. was formed to develop education initiatives with local Kenosha schools to increase graduation rates, enhance the overall quality of education, and foster the best educational system in the state.

Through this foundation, KABA plays an active role in the Kenosha Area's education system including an elementary school mentoring program, annual scholarship awards, and support for various technology-related initiatives.



Two KABA mentors work on a puzzle with their mentees.



A 2012 Scholarship Recipient with committee member Linda Langenstroer.





## **OUR MISSION:**

**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.**

**> [www.downtownkenosha.org](http://www.downtownkenosha.org)**

# 4

## ENSURE ALL PARTS OF THE COUNTY ARE ECONOMICALLY, DIGITALLY, AND PHYSICALLY CONNECTED.

2009-2012

2009

The Dept. of Transportation kicked off the single largest transportation project Wisconsin has ever undertaken: reconstruction of the I-94 North-South Freeway. The \$1.9 billion project, to be complete in 2016, will expand the corridor to eight lanes, improve safety, ease congestion and modernize one of the state's most important transportation arteries.

2010

A 58,000-square-foot \$15 million addition to the Kenosha County Public Safety Building officially opened. The addition added space for a new dispatch center, the Kenosha Police Department, and the county Division of Information Services.

KABA engaged several key downtown developers and companies to better understand key ingredients for building a more vibrant downtown area.

KABA purchased a building at 5500 Sixth Avenue and brought on the Jockey Factory Store as a first floor tenant.

2011

KABA and the City of Kenosha assembled as a Downtown steering committee to launch a nationwide search for a consultant to develop an updated strategy that will serve as a blueprint for the revitalization of Kenosha's Downtown.

The Lakota Group was hired and began an extensive public planning process intended to engage the community, create a clear and cohesive vision for development, and establish priorities and an implementation plan to direct future initiatives.

2012

The Downtown Strategic Development Plan was formally adopted by the City of Kenosha Common Council in October.

Significant strides were made toward increasing broadband capacity in Kenosha County. Communications equipment was mounted on all cellular or communication towers across the county and a fiber ring in the western part of the county interconnecting the communication towers to the county network was completed.



KABA's new building downtown.



A Downtown community workshop.



# 2013

In July, Kenosha was awarded Main Street community designation, beginning our participation in the national program implementing the proven approach of **economic development through historic preservation.**

Downtown Kenosha Inc. has a new full-time Executive Director who is housed in the KABA office.

## Collaborative Effort

Downtown Kenosha Inc. is funded with the support of the Lakeshore Business Improvement District, City of Kenosha, Kenosha County, Kenosha Area Chamber of Commerce, Kenosha Area Convention and Visitors Bureau, and KABA. It is currently applying for 501c(3) designation.



## Plan of Work

Recommendations from the Downtown Strategic Development Plan, published in August 2012, are currently being implemented. In addition to receiving Main Street designation and hiring an executive director, Kenosha is charged with taking the following steps as part of a comprehensive approach for downtown revitalization, all of which are now in progress:

- Working to preserve & reuse historic buildings
- Focusing on connectivity to other neighborhoods
- Assessing public transit and complete streets opportunities
- Improving second stories for residential and/or office use
- Developing downtown design guidelines and revising the zoning code
- Making improvements to the streetscape
- Implementing wayfinding and parking signage
- Increasing branding efforts and site marketing
- Supporting catalytic projects and developments
- Reducing storefront vacancy through small business recruitment
- Improving downtown infrastructure
- Financially supporting downtown improvements with a revolving loan fund and façade improvement program



A pop-up art gallery.

Almost 250 people came to the "State of the Downtown" event held in July at the historic Woman's Club.





The strength of the Main Street program comes from the dedication of our volunteers. The Main Street approach centers on four complimentary points – each of which has a committee of volunteers carrying out a specific mission.

- Design Committee: focuses on improving the look of the street and ensuring accessibility.
- Organization Committee: works to grow our resources through fundraising and volunteer recruitment.
- Promotion Committee: plans events and programs to grow the customer base and market our existing businesses.
- Economic Restructuring Committee: focuses on business retention and recruitment – strengthening our community's existing economic assets while diversifying its economic base.

The four points of the Main Street approach correspond with the four forces of real estate value, which are social, political, physical, and economic.



## Downtown Kenosha Board of Directors

Organization represented	Name	Company/organization	Title
Business Improvement District	Paul McDonough <sup>1</sup>	Clovis Point Properties	Owner
Business Improvement District	Kevin Ervin <sup>2</sup>	Frank's Diner	Owner
Kenosha Area Business Alliance	Todd Battle <sup>3</sup>	Kenosha Area Business Alliance	President
Chamber of Commerce	Jennifer Dooley <sup>4</sup>	Dooley & Associates	Principal
At-Large Representative	Mark Fedyk	Jockey International, Inc.	Vice President, Retail
Convention & Visitors Bureau	Deanna Goodwin	Convention & Visitors Bureau	Director of Marketing
City of Kenosha	Zohrab Khaligian	City of Kenosha	Comm. Development Specialist
Kenosha County	Marty Lacock	Kenosha County	Chief Information Officer
At-Large Representative	Peter Molter	United Hospital System	Vice President
At-Large Representative	Tom O'Connell	Partners In Design Architects	Principal
City of Kenosha	Chris Schwartz	City of Kenosha	2nd District Alderperson

<sup>1</sup> President; <sup>2</sup> Vice President; <sup>3</sup> Treasurer; <sup>4</sup> Secretary

# 5

## BUILD A DISTINCT IMAGE AND BRAND FOR KENOSHA COUNTY.



### The Marketing Roundtable

The KABA Marketing Roundtable was established in July. Marketing professionals or those performing marketing duties for their organization, were invited to the inaugural meeting on developing content for social media. A second event in November was about developing a strategic marketing plan. The Marketing Roundtable is focused on discussing best practices, peer learning and gaining insights from guest speakers and subject-matter experts.

### InSite

KABA launched 'InSite' – a quarterly, digital newsletter targeting site selectors, real estate professionals, and others particularly interested in in-depth economic development news and information from Kenosha County. ◀

### Increased Media Coverage

Kenosha County received extensive media coverage in local, regional, and national publications due to its increased economic development activity. Many of the articles can be found in the 'news' section of the KABA website. ▼

2013



# UNEXPECTED Kenosha

4,086

issues of KABA's quarterly printed newsletter delivered

1,701 attendance a KABA events\*

17,996

visitors to the KABA website

In 2013...

## KABA'S MESSAGE

3,344

average no. of KABA Update digital newsletters delivered monthly

2,285

followed, liked, subscribed or otherwise engaged w/ KABA on social media

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

\*excludes HR, Finance, CEO, or Marketing roundtable programs; FastPitch; KABA/Chamber Scholarship Golf Classic; Y-Link and Downtown Kenosha events

# 2009-2012

2009

KABA enters social media with an online presence on Twitter, Linked In, You Tube, and Facebook.

2010

KABA works with a marketing consultant to create a strategic marketing plan and develop a targeted marketing campaign.

2011

The 'Unexpected Kenosha' marketing campaign is launched. All of KABA's marketing materials reflect recent rebrand, including its revamped web site—[www.kaba.org](http://www.kaba.org)—which went live in August.

2012

The online GIS mapping utility KenoshaSites.com is added to KABA's web presence. The site selection utility allows users to search according to their building or site requirements, making the process much easier, faster, and more effective.



# FINANCIAL INFORMATION

Kenosha Area Business Alliance, Inc. and Its Subsidiaries

Unaudited Consolidated Statement of Financial Position Compiled for the Years Ending:

	2013	2012
<b>Assets</b>		
Cash & Short Term Investments	\$ 15,026,207	\$ 11,952,066
Notes/Advances Receivable Less Reserves	12,638,152	14,113,890
Other Assets	1,173,310	949,550
Total Assets	\$ 28,837,669	\$ 27,015,505
<b>Fixed Assets</b>		
Property & Equipment Net of Accumulated Depreciation	13,868,210	13,940,816
<b>Total Assets &amp; Fixed Assets</b>	<b>\$ 42,705,879</b>	<b>\$ 40,956,321</b>
<b>Liabilities</b>		
Accounts Payable & Other Short Term Liabilities	2,505,209	1,057,463
Refundable Deposits	12,000,000	12,000,000
Total Liabilities	\$ 14,505,209	\$ 13,057,463
<b>Net Assets</b>		
Unrestricted	11,349,138	10,984,283
Temporarily Restricted	-	384,305
Permanently Restricted	16,851,532	16,530,271
Total Net Assets	\$ 28,200,670	\$ 27,898,859
<b>Total Liabilities and Net Assets</b>	<b>\$ 42,705,879</b>	<b>\$ 40,956,321</b>

Unaudited Consolidated Statement of Activities - All Funds, Compiled for the Years Ending:

	2013		2012	
	Operating	Loan Funds & Building	Operating	Loan Funds & Building
<b>Revenues</b>				
Contract Services	\$ 170,000	\$ -	\$ 165,000	\$ -
Membership Dues	225,138	-	212,146	-
Loan Service Fees	40,555	-	15,325	-
Training / CEO Roundtables Fees	94,715	-	76,019	-
Interest (Bank, Investments & Notes)	673	528,230	747	651,449
Revolving Loan Fund Administration	543,007	-	534,327	-
Other	69,011	183,967	70,817	125,590
Total Revenue	\$ 1,143,100	\$ 712,196	\$ 1,074,381	\$ 777,039
<b>Expenses</b>				
Personnel Costs	\$ 752,120	\$ -	\$ 682,947	\$ -
Revolving Loan Fund Administration	-	543,007	-	534,327
Travel / General Admin. / Training / CEO Roundtable	74,613	-	69,816	-
Office Equipment	5,621	-	7,060	-
Mailing / Printing / Office Supplies	27,788	1,138	12,491	814
Accounting / Auditing / Legal	60,021	363	41,246	1,129
Insurance (Business & General Liability)	10,378	2,957	12,732	2,412
Telecommunications / Computer Services	19,158	876	9,587	859
Rent / Space Maintenance/Utilities	93,836	26,455	77,823	23,793
Membership & Business Development	98,811	-	84,905	-
Depreciation & Property Taxes	38,568	69,548	36,877	67,479
Miscellaneous Expense	35,513	18,145	12,077	88,670
Reserve Adjustment	-	225,000	-	300,000
Total Expenses	\$ 1,216,427	\$ 887,489	\$ 1,047,560	\$ 1,019,484
<b>Change In Net Assets</b>	<b>\$(73,327)</b>	<b>\$(175,293)</b>	<b>\$ 26,821</b>	<b>\$ (242,445)</b>

# 2013 KABA INVESTORS

## Banking

Bank of America	Community State Bank	Gateway Mortgage Corporation	North Shore Bank	Southport Bank
BMO Harris Bank	Educators Credit Union	Johnson Bank	PNC Bank	State Bank of the Lakes
Chase	First American Bank	MB Financial Bank	Southern Lakes Credit Union	Talmer Bank and Trust
Cole Taylor Bank	First Business Bank			Tri City National Bank

## Business Services

ADP	Dooley & Associates, LLC	Kelly Services	McTernan Wireless/Mobile One	QPS Employment Group
Apex Alarm Systems, Inc.	Econoprint	Knoll	Momentum BPA, Inc.	Suite Imagery, LLC
Badger Press Photographics, Inc.	Elevated Energy Services	Lee Hecht Harrison	MRA	The Colergét Conference Center
Baker-Tilly Virchow Krause, LLP	Equity Creative	Leitch Printing Corporation	Mueller Communications, Inc.	Tirabassi, Felland & Clark, LLC
Batzner Pest Management, Inc.	Express Employment Professionals	Len Jaquinta's Excellence in Communications, Inc.	Offsite, LLC	United Scrap
Catalyst Exhibits, Inc.	Hallum Enterprises, Inc.	Living As A Leader	Outstanding Graphics	Winter Services, Inc.
Computer Technologies, Inc.	Heartland Payment Systems	LPS Midwest	Over The Top Cuisine	Wisconsin Fuel & Heating
Converting Solutions, Inc.	HR Value Partners	Martin Group	Platinum Systems, Inc.	
Copy Center			Professional Services Group, Inc.	

## Construction & Related Industries

Bane-Nelson, Inc.	Cicchini Asphalt, LLC	Flannery Fire Protection, Inc.	MSI General Corporation	Riley Construction Company, Inc.
Berghammer Construction Corporation	Concrete Specialties Company-Kenosha	Great Lakes Electric	Pieper Electric, Inc.	RJ Underground, Inc.
Briohn Building Corporation	Dickow-Cyzak Tile Company	Lee Plumbing Mechanical Contractors, Inc.	Plumbers and Steamfitters Local #118 U.A.	The Bristol Group
Bukacek Construction	Electrical Contractors of Wisconsin, Inc.	Martin Petersen Co, Inc.	Rasch Construction & Engineering, Inc.	

## Engineering & Architectural Services

Clark Dietz, Inc.	Crispell-Snyder, Inc., A GAI Company	JSD Professional Services, Inc. Kueny Architects, LLC	Partners in Design Architects, Inc.	Ruekert Mielke
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## Government & Education

Carthage College	Gateway Technical College	Kenosha Unified School District	Town of Salem	Village of Paddock Lake
Central High School District of Westosha	Herzing University	Sodexo @ University of Wisconsin-Parkside	Town of Somers	Village of Pleasant Prairie
City of Kenosha	Kenosha County	St. Joseph Catholic Academy	Town of Wheatland	Village of Silver Lake
Concordia University Wisconsin	State of WI Dept Workforce Development-Job Service	Town of Paris	University of Wisconsin Parkside	Village of Twin Lakes
			Village of Bristol	Wilmot Union High School District

## Health Care & Related Industries

Abbott	Daniel R. Santarelli DDS	Frantal Dental Care	Kenosha Visiting Nurse Association & Affiliates	Regulatory Compliance Associates Inc.
Accelerated Rehabilitation Centers	Dental Associates, Ltd., Kenosha	Frontida, Inc.	LivingWell Home Medical Supplies, Inc.	Sports 24, LLC
Advanced Pain Management	Doctors of Physical Therapy	Hospice Alliance, Inc.	Modern Family Dentists	United Hospital System
Aurora Health Care	Dr. Jeanne S. Vedder, M.D.	Kenosha Community Health Center, Inc.	OccuPro, LLC	
Business Health Care Group	Dr. Steven Schwimmer, D.O., S.C.	Kenosha Radiology Center		

## Individual

Jerry Franke	Carl Holborn, JD MST	County Executive Jim Kreuser	Karl Ostby	Stanley Torstenson
Ronald Frederick	Wayne Koessl	Michael Montemurro	Clifton Peterson, M.D.	Greg Wernisch
David Geertsens	Rep. Samantha Kerkman	Terry Nolan		

## Insurance, Legal & Financial Services

A.B. Schmitz Agency, Inc.	David Insurance Agency	Godin Geraghty Puntillo Camilli, SC	Prophet Wealth Management	Trottier Insurance Group
Alia, DuMez, Dunn & McTernan, S.C.	Davison Law Office, Ltd.	Guttormsen, Hartley, Wilk & Higgins, LLP	Reilly, Penner & Benton LLP	Valeri Agency, Inc.
Ameriprise Financial Services, Inc.	Deining Financial Services	Lindner & Marsack, S.C.	Reinhart Boerner Van Deuren S.C.	Villani, Becker & Larsen S.C.
Andrea & Orendorff, LLP	Ehlers and Associates, Inc.	Madrigano, Aiello & Santarelli, LLC	Sam Ruffolo Agency	Wegner CPAs
Brookhouse & Hensing Law Offices	Gateway Mortgage Corporation	Michael Best & Friedrich LLP	Scott Olson, CPA, LLC	Wells Fargo Advisors
CliftonLarsonAllen LLP	Godfrey & Kahn S.C.	PPG Partners LLC	Seymour & Associates, S.C.	Whyte Hirschboeck Dudek S.C.
				Wind River Financial, Inc.



# 2013 KABA INVESTORS

## Manufacturing

Abatron, Inc.	Centrisys Corporation	Horizon Milling LLC	Monarch Plastics, Inc.	S.C. Johnson & Son
ACCO Brands	Contact Rubber Corporation	Industrial Toolz/Handi-Ramp	Mosmatic Corporation	Sanmina-SCI
Air Flow Technology, Inc.	Cordeck	IRIS USA, Inc.	Norstan, Inc.	Shiloh
Allied Plastics, Inc.	Emco Chemical Distributors, Inc.	ITO Industries, Inc.	Northlake Engineering, Inc.	Snap-on Incorporated
Anderson Manufacturing Company, Inc.	Engendren Corporation (f/k/a IEA, Inc.)	Jelly Belly Candy Company	Ocean Spray Cranberries, Inc.	ST Specialty Foods
ASYST Technologies LLC	Expanded Technologies Corp.	Jockey International, Inc.	Ocenco, Inc.	TG-3 Electronics, Inc.
Badgerland Products, Inc.	Fair Oaks Farms, LLC	Kenall Manufacturing	Pacific Sands, Inc.	The Metal Shop
Beckart Environmental, Inc.	Finishing & Plating Service, Inc.	Kenosha Beef International, Ltd.	Parker Plastics, Inc.	United Technology
BEI Electronics, LLC	Five Star Fabricating, Inc.	Kenosha Lumber & Manufacturing Company, Inc.	Powerbrace Corporation	Aerospace Systems - Electric Systems
Bio Fab Technologies, Inc.	GEM Manufacturing Inc.	Kirsan Engineering, Inc.	Pride Abrasive, Inc.	Vista International Packaging, LLC
Bradshaw Medical Inc.	Gerdau	Lakeside Steel & Mfg. Co.	Process Pipe & Valve, Inc.	Wickeder Steel Company
Branko Perforating FWD, Inc.	Hanna Cylinders	LMI Packaging Solutions, Inc.	Puratos Chocolate USA	Xten Industries, LLC
Calumet Diversified Meats, Inc.	Honeywell/Genesis Cable Products	Mikrotech, LLC	R+D Custom Automation	
			Reflective Concepts, Inc.	
			Rust-Oleum Corporation	

## Media

Kenosha Community Media, Inc.	Kenosha News
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## Non-Profit

Boys & Girls Club of Kenosha	Kenosha Area Chamber of Commerce, Inc.	Kenosha Community Foundation	Twin Lakes Area Chamber & Business Assoc., Inc.
Goodwill Industries of Southeastern Wisconsin, Inc	Kenosha Area Convention & Visitors Bureau	Kenosha Country Club	United Way of Kenosha County
I.B.E.W. Local 127	Kenosha Area Family and Aging Services, Inc.	Kenosha Human Development Services, Inc.	WHEDA
Jane Cremer Foundation	Kenosha Common Markets, Inc.	Lake County Partners	Women and Children's Horizons, Inc.
Kenosha Achievement Center, Inc.		Lemon Street Gallery & Artspace	

## Real Estate

Ark Apartments, LLC	Garretto Real Estate LLC	Majestic Realty Co.	Pitts Brothers & Associates LLC	RFP Commercial, Inc.
Bear Real Estate Group	Harborside Commons	ML Realty Partners LLC	Prime Realty Group of Wisconsin, LLC	SuperValu, Inc.
CenterPoint Properties	Janko Group	NAI MLG Commercial	Prudential Premier Properties	The Club at Strawberry Creek
Clovis Point, LLC	Landmark Title Corporation	Paine/Wetzel /TCN Worldwide	RE/MAX Elite, Inc. - Mary Dixon	Venture One Real Estate, LLC
Darwin Realty & Development Corporation	Lee & Associates of Illinois LLC	Petretti Builders & Developers		WISPAK LLC
	Legacy Property Management Services, LLC			Zilber Property Group

## Retail Establishments

Ambrosia Juice Co.	Daily Dose Cafe	Luigi's Pizza Kitchen	Rode's Camera & Photo Supplies	Triangle Appliance, Video & Carpeting Inc.
Armando's Collision Center	Flowers by Joseph, Inc.	Mitchell Carpets	Rustic Road Brewing Co.	Twin Lakes Country Club Golf Course
Cafe eCig LLC	Jay-Bee Collision Repair Center	Paielli's Bakery, Inc.	Tenuta's Delicatessen & Liquors, Inc.	Wilmot Mountain, Inc.
Candlewood Suites	Kentucky Fried Chicken	Palmen Auto Group	Total Furniture	
Cast, LLC DBA Sazzy B	Lakeside Music, LLC	Pleasant Prairie Premium Outlets		

## Telecommunications & Utilities

ClearCom Inc	Kenosha Water Utility	TDS	We Energies
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## Transportation, Distribution & Warehousing

Affiliated Foods Midwest	Gordon Food Service	Mann Warehouse	Pepsi Beverages Company	Uline, Inc.
Associated Bag Company	Heartland Produce Co.	Midwest Refrigerated Services	Pulera Collision Auto Care Center	Volkswagen Group of America, Inc.
C.H. Coakley & Company	Hospira Worldwide Inc.	Otto Nelson Moving and Storage	Rehrig Pacific Company	Yamaha Motor Corporation, USA
C.H. Robinson Worldwide, Inc.	Jensen & Jensen, Inc.			
Exel	JHT Holdings, Inc.			

# 2013 at-a-glance

- > 2,600 new jobs
- > \$375 million in new private investment
- > 2.9 million SF developed/absorbed
- > \$1.5 million in high impact funding
- > 54 company leads explored
- > 50 companies interviewed for BR|E program
- > \$2.9 million in new project financing from KABA RLF Program
- > Foresight 2020 collaborative community initiative launched
- > 656 yps attended one of Y-Link's 24 events
- > 70 students took a Schools2Skills tour
- > Kenosha received Main Street designation
- > Downtown Kenosha hired Executive Director
- > 1,701 people attended a KABA event
- > 1,796 visitors to kaba.org
- > 2,285 people engaged with KABA on social media

The Kenosha Area Business Alliance (KABA) is a public-private partnership.

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

