

UNEXPECTED kenosha

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

Niagara Bottling selects Kenosha County for Major Investment

Niagara Bottling LLC, the nation's largest private label bottled water supplier, will build a new manufacturing facility in Pleasant Prairie. The project represents more than a \$56 million investment and will create over 40 new high paying jobs.

The 377,000-square-foot facility, which will be built in LakeView Corporate Park, is expected to be completed in early 2015. The facility will package and distribute private label water for its customers as well as the Niagara label. The plant initially will include one production line with the option for installing additional lines in the future.



"We are thrilled to expand in Kenosha County," said Derieth Sutton, economic development and government relations manager for Niagara Bottling. "This location is centrally located between Milwaukee and Chicago, and is ideal to help us better serve our customers. We look forward to bringing new jobs and opportunities to this region."

– Derieth L. Sutton, Manager - Economic Development & Government Relations, Niagara Bottling, LLC

The Village of Pleasant Prairie, Kenosha County, the Milwaukee 7, the Wisconsin Economic Development Corporation (WEDC) and the Kenosha Area Business Alliance worked collaboratively with Niagara officials to secure the investment in Wisconsin.

"Niagara Bottling's decision to open its Midwest plant in Wisconsin is yet another indication of how companies around the country are becoming more aware of the state's strong pro-business climate and outstanding workforce," said Governor Scott Walker. "We welcome Niagara to our state and look forward to working with the company as it plans move forward."

California-based Niagara Bottling, a family-owned and operated company, began serving grocery, club, convenience stores and wholesale customers in the early 1990s. Today, with 18 locations across the U.S. and its 19th location recently announced in the Southeast, Niagara Bottling is now the second-largest bottled water manufacturer in the nation. The company also specializes in manufacturing through innovative sustainability.

Read more about this development at www.kaba.org/kaba/news.

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.



Niagara Bottling will build a new 377,000 SF manufacturing facility in Pleasant Prairie.

Inside...

- > KABA partners with Gateway Job Center on Meijer hiring event
- > 2014 KABA Annual Meeting recap
- > Read about the Gorman & Co. hotel development at the Heritage House

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

www.kaba.org/kaba/news

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FROM THE PRESIDENT

Required Reading

'The Coming Jobs War' by Jim Clifton is a must read for anyone serious about their community's prosperity and economic wellbeing. Clifton, the CEO of Gallop, authors a very compelling and interesting critique of our nation and its ability to maintain its status as the world's economic superpower.

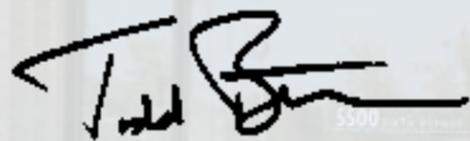
Clifton takes a long look at GDP growth, job creation, education, community leadership, international competition, and entrepreneurship in making his case. His basic premise is that the fate of communities, states, and nations will be determined by their ability to create good jobs.

His primary concern is that the U.S. has grown a bit complacent and that many of us are failing to recognize how intense this global competition for economic growth and jobs has become. In writing 'The Coming Jobs War', Clifton is attempting to instill a sense of urgency in our communities and stress that job creation should be the most important factor in major policy decisions. In his view, good jobs bring prosperity, peace, and wellbeing. Conversely, long term unemployment is devastating to individuals, families and communities.

Clifton offers a number of recommendations for community leaders to embrace with a heavy emphasis on education reform and entrepreneurship as critical opportunities. He also notes that meaningful change is unlikely to come from Washington D.C. or even state capitols. Rather, Clifton suggests that communities and their influential leaders need to roll up their collective sleeves and meet this challenge head-on.

A good book, that delivers a great message and call to action. Please give it a read. It certainly resonated with me - as the primary purpose of KABA is to work with business and community leaders in Kenosha County to improve our competitiveness so that job creators will invest and grow businesses here.

Best Wishes,



Todd Battle,
President,
Kenosha Area Business Alliance



Thank you for investing in KABA!

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TRUSTONE FINANCIAL FEDERAL CREDIT UNION

Full-service credit union headquartered in Minneapolis. In 2012, acquired the assets of AM Community Credit Union.

WARADY & DAVIS LLP

Deerfield, Ill.-based accounting and consulting firm.

YUTKA FENCE

Family owned fence company offering all types of fencing products since 1968.

2014 KABA Annual Meeting

Thank you to the over 275 partners, investors and guests who joined KABA for its annual meeting Wednesday, March 26 at the UW-Parkside Student Center Ballroom. KABA would also like to thank the event sponsor Johnson Bank, and supporting sponsors Gateway Technical College and Zilber Property Group.

Jon Roberts, Principal at TIP Strategies, delivered a fascinating keynote presentation about Kenosha County's changing economic landscape and technologies that will inevitably disrupt business as we know it today.

KABA also presented awards for its Mentor Program (see page 5), and its Volunteer of the Year: outgoing Chair and long-time KABA supporter Jean Moran.

2013 at-a-glance

- 2,600 new jobs
- \$375 MM in new private investment
- 2.9 MM SF developed/absorbed
- \$1.5 MM in high impact funding
- 54 company leads explored
- 50 companies interviewed for BRJE program
- 656 young professionals attended one of Y-Link's 24 events
- 70 students took a Schools2Skills tour
- 1,701 people attended a KABA event
- 1,796 visitors to kaba.org
- 2,285 people engaged w/ KABA on social media

The 2013 KABA Annual Report is now available online at http://www.kaba.org/#/kaba/resource_room/annual_reports.asp. If you would like to request a printed copy, please contact KABA at info@kaba.org.

Correction: State Bank of the Lakes was mistakenly omitted from the 2013 KABA Annual Report. They are a long-time KABA supporter and we apologize for the oversight.



Incoming Board Members

The following individuals were elected to serve a three-year term on the KABA Board of Directors.

Chet Keizer, President, IRIS USA, Inc.

Brad Miller, Vice President, Market Development, SuperValu, Inc.

Aleta Norris, Principal, Living As A Leader

Clara-lin Tappa, Assistant Vice President & Human Resource Manager, United Communications Corporation

Outgoing Board Members

Thank you to the following individuals for their tenure on the KABA Board of Directors.

- William Chew
- Patrick DeGrace
- Ken Dowdell
- Carl Schultz
- Stanley Torstenson

Featured Property

For more information on this property or other available business sites, please visit

www.kenoshasites.com.

Towne Industrial VI, LakeView Corporate Park, Pleasant Prairie

- 176,433 SF
- Divisible to 33,000 SF
- Ceiling height: 30 ft. clear
- 16 interior docks (expandable); 4 drive-in doors (expandable)
- Fully air-conditioned; ample parking



In 2013, KABA developed a set of primary performance indicators to track the overall performance of KABA and the Kenosha Area in regards to economic development. The KABA Scorecard serves as a visual representation of its long range goals. This version tracks progress 15 months into the five year time period (2013-2017).

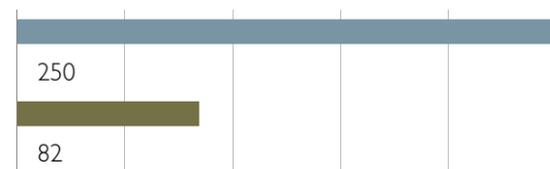
JOBS

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



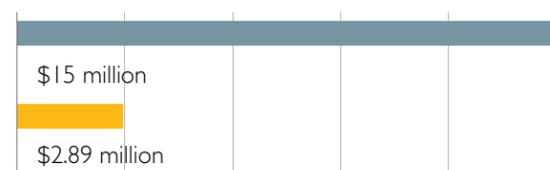
LEAD GENERATION

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



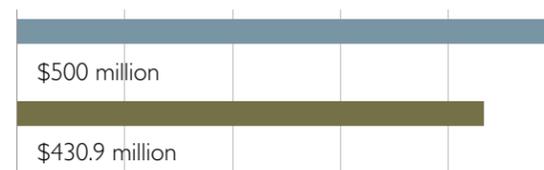
ECONOMIC DEVELOPMENT FINANCING

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



NEW PRIVATE INVESTMENT

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



WEB SITE VISITS

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



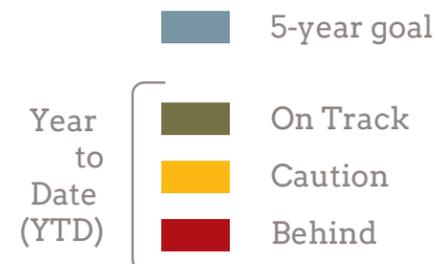
BRE PROGRAM

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



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

KEY



Meijer partners with the Job Center, Gateway, and KABA on hiring blitz event

Over 80 people were interviewed by Meijer at hiring blitz events on April 1 & 2 at the SC Johnson iMet Center at Gateway Technical College's Sturtevant Campus. Overall, almost 40 people were hired for Meijer's Pleasant Prairie distribution facility.



The Kenosha County Job Center, Gateway Technical College and KABA coordinated several events with Meijer; prescreening of over 600 applicants, conducting 300 initial interviews, and providing help with the logistics of the event.

Meijer seeks to hire approximately 120-150 people initially, intending to hire a majority of them locally instead of transferring in employees from its Michigan headquarters.

Meijer was pleased with the event and the quality of candidates in the area. They are anticipating hosting another hiring blitz in the coming weeks.

More information about open positions can be found at www.jobs.meijer.com.

Pictured left: Amy Pearson-Christel, Administrative Assistant at Meijer; Heather Wessling, VP of Economic Development at KABA; Katherine Casey, HR Team Leader at Meijer.

KABA Member News & Notes

CCB, Inc.

CCB, Inc. recently announced Michael Shultz as its new Director of Corporate Accounts.



Shultz will be responsible for corporate sales team leadership, revenue development,

contribution towards corporate sector growth, as well as general managerial duties.

Kenall Manufacturing

Kenall Manufacturing recently announced the appointment of a new President, Mr. Patrick Marry. Mr. Marry brings with him a wealth of experience in high technology business management, product development, manufacturing and marketing. Mr. Jim Hawkins will remain CEO of Kenall and retain a portion of his duties, while most day-to-day operations will be assumed by Mr. Marry.

Clark-Dietz

Clark Dietz, Inc. has received two Engineering Excellence Awards from American Council of Engineering Companies (ACEC) of Wisconsin.

A State Finalist award was earned in the Energy category for the design of process and equipment upgrades at the Village of Fox Lake, IL's Northwest Regional Water Reclamation Facility.

The Oak Creek Water Treatment Plant Standby Power Upgrade project earned a State Finalist award in the Building/Technology Systems category.

Xten Industries

Xten Industries has been named by the Kenosha Unified School District (KUSD) as the recipient of the 2014 Business in Education Award. The award acknowledges exceptional efforts of nominated local businesses who are devoted to helping KUSD, students and staff.

Xten's was honored for volunteering five acres of land next to its facility at 9600 55th street to be used by Harborside Academy as its Community Urban Garden.



KABA Mentor Awards

John Bechler Mentor of the Year
Harry Rarick, Kenosha News (pictured above)

Community Partner of the Year
United Hospital System

Mentor Appreciation Awards for:

Fifteen Years of Service
Ken Ropp

Twelve Years of Service
Billy Harris Kelly Infusino
Linda Langenstroer Jim McPhaul
Carmela Parker Heather Schulz

Nine Years of Service
Matt Troha

Six Years of Service
Andrew Dodge Alex Greno
Sasha Mika Bunny Stoops
Daphne Ursu

Three Years of Service
Angela Allen Eric Belongia
Joan Dobbins Dena Feingold
John Hogan Diane Kentala
Rachael Malsack Ken Muehlbauer
Helene Sobin Dustin Tody

Kenosha selected to participate in National Main Street Center energy efficiency program

Supported by the U.S. Department of Energy, the National Main Street Center is partnering with the Preservation Green Lab of the National Trust for Historic Preservation to pilot a program for pinpointing long-term energy cost savings in existing buildings. The innovative "America Saves!" program will use energy and facility information to show the financial attractiveness of money- and energy-saving building improvements.

Kenosha is one of four communities in the United States selected to participate in this new program, and will present results at the upcoming National Main Street Conference. Data analysis by Green Lab and its partners will reveal opportunities for cost-effective building retrofits. With the help of Main Street volunteers, businesses can apply for incentives from their electric and natural gas utilities to implement the identified upgrades.

Participating Downtown Kenosha businesses will benefit from:

- No cost energy savings potential analysis
- Easy-to-understand technical report
- Improvements prioritized by energy savings and payback
- Insight about the energy use at your business or facility
- Help with electric and natural gas utility incentive programs and forms
- Involvement in community-wide sustainability efforts
- Inclusion in national Main Street business directory
- Branding and public relations opportunities

WHAT'S UP DOWNTOWN?

Catalytic redevelopment planned for Heritage House site

Through the commitment of the City of Kenosha and Kenosha County, the historic Heritage House building has been acquired and plans are moving forward to sell the property to Gorman & Co., an experienced developer with a commitment to downtown revitalization and historic preservation.

The proposed adaptive re-use includes conversion into an independently-managed, full service, boutique hotel. The property will feature 80 rooms, a restaurant and lounge, 8,300 square feet of meeting space, an indoor pool, an exercise room, a business center, and a market pantry. The hotel will also feature all necessary back-of-the house space.



The proposed hotel will be a conversion of the existing building, as well as a new building, which will be constructed on the adjacent land on the south side of the Heritage House. The existing historic building will house a pub-style restaurant, indoor swimming pool, lobby, large ballroom, and 15 luxury historic suites. The majority of guest rooms will be located in the new building, and will complement the historical style of the Heritage House Inn, while offering modern amenities.

Simmons Island Park Master Plan progress

The City of Kenosha adopted a Master Plan for Simmons Island Park in July of 2011, and a renewed energy has been brought to the plan's implementation as the momentum builds for Downtown development. Common Council recently approved funding for Phase 1A: construction of a boardwalk around the island. Construction is expected to be completed this summer.

Rendering courtesy of SAA Design Group, Inc. Copyright 2011 ▶



Complete Streets policy development update

Smart Growth America has announced that Kenosha was selected as one of 18 communities to receive the organization's 2014 free smart growth technical assistance program. On May 6th and 7th, Kenosha will participate in a training session and workshop with experts from Smart Growth America on Complete Streets policy development. This technical assistance is made possible through a grant from the U.S. Environmental Protection Agency's Building Blocks for Sustainable Communities program.

Complete Streets policy development is recommended in Kenosha's Downtown Strategic Development Plan: "Complete Streets is a term used to describe transportation networks that are created for all users. This includes motorists, bicyclists, pedestrians, and transit riders. They are accessible to persons of all ages and abilities and provide safe and comfortable access to every destination. Complete Streets consist of traveled ways as well as intersections, traffic control, crossings, parking for all modes, and streetscape. Complete Streets is a concept that is

gaining momentum through the United States as it provides for fair and equitable transportation options for all residents and visitors. It is an especially useful concept for a place like Downtown Kenosha where multi-modal connectivity and alternative forms of transportation (bicycling, transit and walking) are important."

"Kenosha County is honored to have been selected as a recipient of Complete Streets technical assistance. The stated goal of this program to build stronger economies while protecting human health and the environment directly aligns with our mission in Kenosha County," County Executive Kreuser said. "Transit connectivity and accessibility for our residents will not only improve amenities for our residents and business owners, but for our tourists as well. Kenosha County is committed to developing our downtown district, and we look forward to working with Smart Growth America and Downtown Kenosha Inc. to implement this initiative as part of the neighborhood's revitalization."



Pictured: (far left) Y-Link volunteers at the Dairy State Cheese & Beer Festival; (center) the Y-Link team won the Spirit Award at the Kenosha Literacy Council's Spelling Bee; (left) Ocean Spray Cranberries Plant Manager Tim Peoples (center) spoke at a recent Leadership Forum.



Take 5 with Kenosha YP Jeanette Armstrong

Name: Jeanette Armstrong
Age: 29
Occupation: Office Administrator and Marketing Director at OFFSITE LLC
Alma matter: Carthage College
How long have you been involved in Y-Link? Only recently have I become an ambassador but I have been attending Y-Link events for a few years now!
Mantra you live by: My sphere surrounds me and no negative shall come in, but my positive energy

can flow out and touch many.
Favorite Kenosha hot-spot? Captain Mikes, of course!
Hottest trend in your industry? Infrastructure as a Service (IaaS) and Disaster Recovery as a Service (DRaaS). Contact OFFSITE, LLC for your integrated IT Operations Solutions.
Last APP you downloaded? Pulse. It's an app that shows ups on smartphones to get the latest news and updates via LinkedIn. It

allows you to explore and share new content with your LinkedIn connections.
Where can you be found on the weekends? The Kenosha Harbor Market in the summer is the place to be.
Best advice for other young professionals? Don't be afraid to make the big decision when it comes to finding the job that suits you best. Your needs change as you grow older, it is important to recognize that.



Upcoming Events....

Books on Tap: "Start Something that Matters" by Blake Mycoskie | Tuesday, May 27 | 5:30 - 6:30 p.m. | Frankie D's Pizza, 6316 52nd St, Kenosha

Join Y-Link for a roundtable discussion on how the TOMS founder is helping launch social entrepreneurs.



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