

Perfectly Centered

Quarterly Newsletter of the
Kenosha Area Business Alliance(KABA)

FALL 2017

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Vonco Products took occupancy of their new facility in the Salem Business Park in July. They held a ribbon cutting celebration on October 24th.

"It's amazing to be part of a growing business community. The business owners and entrepreneurs I've met are all phenomenal people that care about the community and making it better. Vonco looks forward to doing business here."

*- Keith Smith, President,
Vonco Products*

Vonco Products now open for business in their new facility in Salem Lakes

Vonco Products recently held a ribbon-cutting ceremony to celebrate the opening of its new facility in the Salem Business Park in western Kenosha County. Vonco began moving into the facility in June, and is now fully operational. The new 80,000 SF facility houses Vonco's expanded production operations and corporate offices.

Vonco's leadership pledged that they would employ at least 85 people once the project was completed. At the event, President Keith Smith noted total employment at Vonco has risen to 125 associates, with plans for additional growth. He noted that Vonco had been successful finding the necessary talent to fill new positions. "We are very glad to be here; manufacturing in Southeast Wisconsin is a long term competitive advantage," said Smith.

Much of Vonco's recent growth is due to its new LiquiLoc product line. LiquiLoc is flexible liquid-tight packaging with multiple applications in the food and medical industries.

Vonco Products was recently recognized as a Fast Five company at KABA's 2017 Ovation Awards Program due to the company's growth and innovative new products.



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

[www.kaba.org/
locate-expand/data-center](http://www.kaba.org/locate-expand/data-center)



KABA is the lead business organization that drives economic development throughout Kenosha County and supports and provides services to its members and the community, helping to ensure growth, a robust economy, and a positive business climate for the Kenosha Area.



From the President...

STANDING O!

KABA recently hosted the Ovation Awards program, our annual salute to business and entrepreneurship. This is one of my favorite events of the year. It is a great opportunity to recognize, celebrate, and thank the companies and people that drive Kenosha County's economic growth and success.

Large, small, young, experienced, service sector, goods producing . . . We had a bit of everything as we recognized seven companies and one individual entrepreneur. While this was a fairly diverse line-up (including advanced manufacturers, a real estate developer, and a Northwoods League baseball club), a few common themes emerged throughout the evening as we learned more about the honorees and their keys to success:

- > Hard work;
- > A willingness to take calculated risks;
- > Teams comprised of caring, capable and committed individuals; and
- > A community with a supportive business environment and can-do attitude.

Hats off to this year's line-up of honorees and to all of the individuals and organizations in our community that contribute to their success.

Best Wishes,

*Congratulations to the 2017
Ovation Award Winners!*

Business of the Year:

KENALL MANUFACTURING

Small Business of the Year:

KENOSHA KINGFISH BASEBALL CLUB

Entrepreneur of the Year:

**S. R. MILLS,
BEAR REAL ESTATE GROUP**

Fast Five:

**FRONTIDA ASSISTED LIVING, INC.
OTTO NELSON MOVING & STORAGE
PURATOS CORPORATION
SL MONTEVIDEO TECHNOLOGY, INC
VONCO PRODUCTS, LLC**

Thank you to the over 370 people who attended the event on November 2nd and to our generous sponsors:

Gold level – **Johnson Bank;**

Silver level – **UW-Parkside;** Bronze level – **CenterPoint Properties, Clifton Larsen Allen and Colerget Conference Center;**

Supporting level – **Dooley & Associates** and **The Prairie School** and our exclusive media partner **BizTimes Media.**

See award winner videos, photos, articles & more coverage of the event at kaba.org/ovation-awards.



UPCOMING EVENTS

Get more info at kaba.org/news/events.

KABA HOLIDAY SOCIAL

December 6, 2017 | 5:00 - 8:00 p.m. | Civil War Museum | Register at bit.ly/2017_KABA_Holiday_Social

Eat, drink and be merry at this purely social event, which is a token of KABA's appreciation for its supportive investors and partners. There is no charge to attend, however donations will be accepted on behalf of the United Way of Kenosha County.

Thank you to our generous sponsors:



NEW IN 2018: SPRING SESSION OF KABA'S LEADERSHIP DEVELOPMENT SERIES, LED BY LIVING AS A LEADER

1st Thurs. of every month, April 2018 - March 2019 | 8:00 am - Noon • Info session Feb. 9 | 8:00 - 9:30 am

The Leadership Development Series is a comprehensive process for developing and equipping your leaders with the skills and knowledge that are critical for them to effectively lead others. This year-long program features monthly group skill-building workshops as well as individual monthly coaching sessions.

LET'S TALK TALENT! MAKING THE QUALITY HIRE: A 'HOW TO' WORKSHOP FOR BUILDING YOUR BENCH

December 7, 2017 | 7:30 - 10:30 a.m. | Riley Construction, 5301 99th Ave., Kenosha | \$25

Performance-based hiring is a recruiting process that focuses on spending more time interviewing and vetting a fewer number of highly qualified candidates. Join KABA to learn more about performance-based hiring from Titus Talent Strategies CEO Jonathan Reynolds. Jonathan will help you adapt your hiring strategies to make quality decisions when hiring for the A, B & C players you need in your organization. Attendees will walk away with new ideas on how to effectively attract, screen for, interview and engage the quality hire - starting with a look at the employee value proposition.

To register, visit: http://bit.ly/LTT_1117

YLINK: SANTA IN A SHOEBOX PARTY

Friday, December 15 | 6:00 p.m. | Stinebrink's Piggly Wiggly, 7600 Pershing Blvd, Kenosha

Volunteer to sort items, pack and gift-wrap hundreds of shoeboxes to be distributed to families and individuals throughout the Kenosha community who are in need of support and holiday cheer. Donations also needed!

Email engage@ylinkenosha.com to register.

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

DEWITT, ROSS & STEVENS, S.C.
dewittross.com

JAMIE DERKS - CAPITAL ONE
capitalone.com

HARWOOD ENGINEERING
hecl.com

INTERNATIONAL MOLD AND PRODUCTION LLC
internationalmold.com

KENOSHA GROUNDS CARE
kenoshagrounds.com

LEN IAQUINTAS EXCELLENCE IN COMMUNICATIONS, INC.
excellence-in-communications.com

NEWMARK KNIGHT FRANK
ngkf.com

OFS BRANDS
ofsbrands.com

RE/MAX NEWPORT ELITE
southeastwihomes.com

RCK FOODS
roundys.com

RIZZO & DIERSEN, S.C.
rizzolaw.com

VONCO PRODUCTS
vonco.com

WALKER AND DUNLOP
wakjerdunlop.com

WITICO DEVELOPMENT CORPORATION
witcoconstruction.com

ECONOMIC DEVELOPMENT

Foxconn to site large LCD panel manufacturing complex in neighboring Racine County

On October 4, Taiwanese electronics manufacturer Foxconn formally announced its plans to site a massive manufacturing complex on a nearly 1,000 acre site just north of the Kenosha County border between KR and Highway 11. The facility is expected to employ several thousand once it is built and fully operational. Local leaders believe it is merely the first of many major investments in the area.

"We look forward to being part of the community as we create 13,000 jobs in Wisconsin with many thousands more jobs created among the businesses and entrepreneurs who will be part of the extensive Wisconsin-based supply chain supporting this project."

- statement from Foxconn Technology Group

More information about the project - including upcoming informational meetings - can be found at foxconnracinecounty.com.

FNA Group to expand; will occupy 60,000 SF near its Pleasant Prairie HQ

FNA Group is expanding into a 60,256 square foot building located just north of its current headquarters and production facility in LakeView Corporate Park. The building- located at 9505 72nd Avenue - will be used for additional manufacturing, assembly and research and development (R&D). Approximately twenty percent of the building will be dedicated to R&D and prototyping.

The expansion is expected to add 40 jobs, bringing FNA's total employee count to 165 at the Pleasant Prairie location.

FNA Group, which relocated to Kenosha County from Elk Grove Village in 2015, manufactures high pressure cleaners, hoses and accessories for consumer and professional markets.



Healthcare providers see opportunity in Kenosha County; several major expansions planned



Froedtert South is expanding at its St. Catherine's campus and building a new 50,000 SF medical clinic in Pleasant Prairie.



Children's Hospital is building a 30,000 SF clinic at the intersection of Hwy. 50 and I-94 in Kenosha.

Froedtert South, formally United Hospital System, has been significantly expanding its facilities and services in Kenosha County in recent months.

It is currently building 239,977-square-foot addition to its St. Catherine's campus that will house an advanced outpatient surgical wing among other expanded services.

Plans for an additional medical clinic building in Pleasant Prairie were recently announced as part of a mixed-use project by Bear Development at Hwys. 31 & 165 in Pleasant Prairie. Services at the four-story facility would include family practice, internal medicine, cardiology, neurology, orthopedics, gastroenterology, among others. Each floor would house five to eight providers and support staff.

Children's Hospital of Wisconsin is building a new 30,000 square-foot clinic in Kenosha. It will consolidate three sites throughout the area - two clinics in Kenosha and one in Paddock Lake. The facility will provide additional specialty services and more convenience to the Kenosha area, according to Juliet Kersten, vice president of Children's Hospital of Wisconsin (CHW).

"We have seen an increase in Kenosha families choosing Children's Hospital of Wisconsin providers, including pediatricians. The new clinic allows Children's Hospital to expand specialty care services that Kenosha families currently have to travel to the Milwaukee area to get."

- Juliet Kersten, Children's Hospital of Wisconsin

ECONOMIC DEVELOPMENT

KABA PORTFOLIO UPDATE

In September 2017, KABA's Finance Committee approved a \$110,000 loan to Endurance RE, LLC, d/b/a Frontida, Inc. The funds will assist Endurance RE in the acquisition of a new office location in downtown Kenosha. The low interest loan will be issued out of the downtown TID #4 revolving loan fund.



In September 2017, KABA's Finance Committee approved a \$1,040,000 loan to Doheny, Inc. The funds will assist Doheny in purchasing equipment for their newly constructed 200,000 square foot facility located in LakeView Corporate Park. The low interest loan will be administered from the Consolidated Kenosha County (CKC) revolving loan fund.

Dairyland site acquired by large, CA-based business park developer

Majestic Realty Co., based in City of Industry, California, recently acquired the 220-acre former Dairyland Greyhound Park in Kenosha, located at Hwy 158 and I-94.

The company plans to redevelop the property with two million square feet or more of buildings for manufacturing, research and development, and distribution.

"We've looked to expand in the market for some time. Working with the city of Kenosha, the county executive, M7, KABA, MMAC and WEDC and the State, it has been a great experience on all levels."

*—Taylor Talt,
vice president, Majestic*



Olds Products to double its size with planned expansion

Olds Products Co. is expanding at its 97,000-square-foot facility in Pleasant Prairie. The mustard manufacturer will double its size, adding 126,000 square feet.

Olds, which first moved into its building in LakeView Corporate Park in 1995, doubled its size once before with an expansion in 2013.

The company plans to increase full-time employment from 75 to 100 once the addition is complete.

Olds Products, founded in 1897, is one of the world's largest mustard manufacturers producing more than 60,000 gallons of mustard and 10,000 gallons of vinegar per day. It is the largest private label mustard manufacturer in North America.

Zilber buys 70 acres west of I-94 for spec development

Milwaukee-based Zilber Property Group has bought 70 acres west of Interstate 94 at 128th Avenue and Burlington Road, west of Uline's new Midwest Operations Center. The site can accommodate two to four buildings that would range in size from 275,000 to 600,000 square feet each.

Zilber has another spec building under development nearby: the 42,235 square foot Zilber Industrial 2 in the Business Park of Kenosha.

ECONOMIC DEVELOPMENT

Gold Standard Baking expands into Wisconsin with 200,000 SF facility in Pleasant Prairie

Gold Standard Baking is now fully operational at its new 200,000-square-foot facility in Pleasant Prairie. The high-volume bakery sited its second production facility – a \$42 million project – in LakeView Corporate Park. It also will continue operations at its Chicago plant, which is where the company is headquartered. The new facility will employ approximately 100 people.

The Wisconsin Economic Development Corporation (WEDC) is providing up to \$575,000 in tax credits to support the company's expansion in Kenosha County.

Gold Standard Baking, founded in 1987, specializes in a variety of products including croissants, Danishes and other sweet baked goods.



Positioning Kenosha County for better, more diverse entertainment, restaurant and specialty retail options

In the past year, municipal leaders from Salem, Bristol, City of Kenosha, Downtown Kenosha, Inc. (DKI), Pleasant Prairie and Somers – along with myself and Senior Land Use Planner for Kenosha County Andy Buehler – have come together to learn and execute best practices in retail development. We want to attract and secure opportunities that communities most desire and are within our reach. Restaurants, entertainment venues and specialty retail options significantly enhance the quality of life for residents, add tangible value and retain people and families in communities.

Gathering information from the communities and sharing that with consultants who have the capacity and expertise to move us forward was our first step. Municipal leaders outlined prime retail sites for development and after a request for experience and expertise, we collaborated with commercial real estate consultants Jones Lang LaSalle (JLL) to draft marketing materials and broaden our relationships with key retailers/developers. A large part of this project is to identify and bridge relationships with high demand choices and is the space where JLL is most needed.

The municipal leaders are also preparing to attend the International Council of Shopping Centers (ICSC) – the premier event for the shopping center industry – and Commercial Association of Realtors (CARW) events designed to open more opportunities and to secure deals. JLL is positioning our communities to be prepared to go after prime

retail interested in our area by showcasing the communities, their assets and their desire to secure these developments. It is also an opportunity for communities to voice their thoughts about the developments they would like to see.

This collaborative group is also partnering with Lacy Beasley from Retail Strategies, Inc. She was recently the keynote speaker at the DKI State of the Downtown event held last month. Approximately 115 people attended, including stakeholders and small businesses from throughout the County.

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K A B A B L O G

Lacy's message was to go after and secure businesses that offer quality experiences, populate downtowns most naturally and tend to have a spillover effect or cross over for other businesses that live and breathe by traffic counts. After all, we can't eat or drink online. Inviting cool restaurateurs, craft breweries and niche retail can spur other opportunities for a community. Lacy praised the Heritage House boutique hotel project and added residential options downtown because added density enhances the demand for local as well. The more in the community that feel this way the better the opportunity to retain key businesses.

As more people and more employers and jobs are being attracted to the area, the special retail strategy project continues to build momentum. KABA will keep you posted on latest developments as we continue our work together.

Written by Heather Wessling Grosz, Vice President of Economic Development at KABA

LET'S TALK TALENT!

"Inspire is an effective tool employers can use to build awareness about the careers in our region and bridge connections with students and faculty. When students have access to local work-based learning experiences, they're more informed, engaged and excited about the career options and businesses that exist right here in Kenosha County. That's a powerful component to growing our future workforce pipeline."

- Brooke Infusino, Director of Talent Development, KABA

Kenosha County is excited to partner with Inspire Southeast Wisconsin to engage students; expose them to real-world careers; and help employers find their future workforce.



Companies interested in learning more about Inspire are urged to visit:

kaba.org/inspireSEWI

or contact Brooke Infusino at binfusino@kaba.org or 262.925.3464.

New Statewide *Inspire* platform connects businesses, high school students

With competition for skilled workers stronger than ever in Wisconsin, companies realize they have to do more than just hang up a "Help Wanted" sign on the door or post a listing on a jobs board if they want to hire the best and brightest.

Businesses that are most successful in attracting top talent are ones that take a strategic, long-term approach to recruiting and retaining workers, and part of that strategy involves engaging with young people while they're still in school.

That philosophy is one of the key elements of a new statewide web-based platform that directly connects local employers to area high school students before they're ready to enter the workforce full-time. The platform, called Inspire, virtually connects area businesses to their future talent pool through online profiles, virtual career coaches, and career-based learning activities for high-school students and educators.

Inspire helps educate students, educators, parents and job seekers about the current and projected talent needs of local companies. It also provides an opportunity for employers and communities to enhance existing work-based learning and career readiness programs by making it easier for students to engage in opportunities best aligned to the careers and career pathway areas of interest.



But it's not just about filling the pipeline with future employees. Inspire also provides students with invaluable real-life job experiences that will better prepare them for entering the workforce.

WISCONNECT LINKS EMPLOYERS TO QUALIFIED INTERNS THROUGHOUT THE STATE

Internship programs are one important part of increasing a company's skilled talent pipeline. WisConnect is a new online utility that links employers to qualified interns throughout the state.

At InternshipWisconsin.com, Wisconsin employers can:

- > Create a profile/marketing page for their business
- > Find resources for creating/improving internship programs
- > Post their internships for free
- > Search for interns

College students are joining WisConnect regularly – businesses should visit frequently to make new talent connections.

Note: If a business already has a JobCenterofWisconsin.com or Unemployment Insurance login, they can use their existing Username and Password when signing in on WisConnect.

LET'S TALK TALENT!

Building our Future: Investing in early childhood development

Building Our Future works to strengthen systems to expand programs that make a positive difference for our future workforce. By aligning all sectors and analyzing results, as a community we can continuously improve our systems for change.

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KABA BLOG

One of the areas Building Our Future is focusing on is early childhood development because it builds a solid foundation where children are empowered to learn and contribute. Studies have shown that \$7.30 is returned when a community invests \$1 in early childhood.

At the other end of the spectrum, we're expanding into postsecondary and career readiness to immediately impact Kenosha's workforce needs.

As a community, we must do this work together. There are many ways to be involved in early childhood with Building Our Future:

- > In-kind donations such as sharing your expertise in marketing or offering insight to a childcare center can help expand our knowledge and ability to communicate across all sectors

- > Volunteering with community programs as tutors or a career mentors is a great way to directly impact students
- > Monetary contributions aid us in system development and outreach, or connect us with local and national funders
- > Designate someone from your company to be a "community supporter"– someone from your organization that will rally your team around the work
- > Share the word about Building Our Future in the community and on social media!

We would love to get your organization and employees engaged in this work. To connect, please contact us at info@BuildingOurFutureKC.org.



buildingourfutureKC.org
info@buildingourfuturekc.org



@BuildingOurFut



Building Our Future



BuildingOurFutureKC

Building Our Future is a network of community leaders representing all sectors of Kenosha County committed to improving student outcomes.

Our partnership unites existing programs, organizations and community resources to reach our shared goals. Data allows us to measure our impact, continuously evaluate and improve our process, while shining a light on our successes and bright spots!

Developing a website to help employers attract/retain talent and lure new residents

Work is currently underway to develop a dynamic website that promotes Kenosha County's many strengths and amenities and provides the information and resources for people looking to work or live here.



Housing/neighborhood options, education, recreation, health care, shopping and dining and much more will be available in one site for potential

residents and employees of Kenosha County companies.

KABA is working with Equity Creative to develop a authentic and brand position for Kenosha County and a vibrant, informative site, which is expected to launch in spring 2018.

UW-Parkside unveils SC Johnson Integrated Science Lab

In the last five years, enrollments in the UW - Parkside's College of Natural and Health Sciences has grown by over 40 percent. There are more declared majors in the UW-Parkside College of Natural and Health Sciences than in any other college at the university. This led Parkside to launch extensive renovations to its scientific lab facilities.

The SC Johnson Integrated Science Lab – made possible in part by a \$50,000 donation from SC Johnson – will include fully redesigned science labs with the most up-to-date technology, similar to what is used in research facilities and scientific workplaces. There are also plans to expand the lab to provide larger spaces for advanced and independent research.

ON LEADERSHIP

Record number attend the Inspire one day leadership summit; Best-selling business author Jon Gordon headlines the event



"It lived up to its name... I left feeling inspired!!"

- Ann, Uline

KABA would like to thank the sponsors, the high-caliber speakers, and the 450 attendees for making Inspire 2017 an unforgettable day. This year's event was held September 15th at Journey Church. Inspire is a series of activities, events and resources designed to empower existing and emerging leaders to create change in our community. As part of this platform, KABA hosts a one-day leadership experience to challenge and inspire attendees to walk away with ideas on how they can be a better leader in their careers, communities, and personal lives.

Links to photos, videos and other information from the event can be found online at kaba.org/about/inspire.



Understand Yourself and Others | by Aleta Norris

As we work with leaders to support their development, an understanding of behavioral tendencies of humans is a favorite part of the process. We rely on the use of the DISC Behavioral Style profile. In this column, I will summarize the key attributes the four styles.

The **Dominant Driver**, who has a direct nature with a task orientation while doing work, is valuable to an organization because of their drive for results. They take on challenges and make quick decisions, relying on a combination of data and instinct. They need to be careful as they work with others because of a natural tendency to be abrupt and abrasive. They are motivated by having a sense of control for both themselves and others.

The **Influencing Expressive**, who has a direct nature with a relationship orientation while doing work, is valuable for their creativity and ability to rally groups of people around key initiatives. Their relationship orientation is 'one to many,' and they tend to be the cheerleaders, known for participating in teams, sharing ideas and energizing others. They need to be careful about their tendency to be easily distracted when, in fact, they may have additional details to attend to on things already in motion. They are motivated by acknowledgment for their contributions.

The **Steady Amiable**, who has an indirect nature with a relationship orientation while doing work, is valuable to an organization because of their genuine care for others. Their relationship orientation is 'one to one,' and they like working behind the scenes, performing in consistent and predictable ways and being good listeners. They need to be careful about their tendency to avoid uncomfortable situations because of the need to preserve relationships.

The **Compliant Analytical**, who has an indirect nature with a task orientation while doing work, is valuable because of their typically extreme attention to detail. They are often sticklers for quality, planning ahead, employing systematic approaches, and checking and rechecking their work for accuracy. They need to be careful about their tendency to take too long or to strive for a sure thing.

Without an understanding of the innate differences of people, it is too easy for us to get caught up in what annoys us about others, particularly when their behaviors do not match our own. The ultimate goal of strengthening this understanding is to help foster tolerance for and appreciation of differences.

Aleta Norris provides an ongoing column on developing better leadership skills. She is a leadership expert and Principal at Living as a Leader LLC.



YP Panel Discussion and YLink Overview



In October, YLink was invited to Uline to present and host a panel discussion for app. 150 of its young professionals. In addition to the overview, YLink had four panelists speak to the importance of networking and finding place in community. YLink intends to offer this 'lunch-and-learn' model and orientation to other employers. Interested? Contact Brooke Infusino at binfusino@kaba.org or 262.925.3464.



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YLink is a premier young professional organization connecting YPs to each other and to the Kenosha area.

In other news...

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

JOCKEY NAMES MARK FEDYK PRESIDENT & COO

Jockey International, Inc. recently announced the appointment of Mark F. Fedyk as President and Chief Operating Officer effective January 1, 2018.

"Mark possesses the experience, vision, values and leadership qualities to continue the 141-year record of success that is Jockey International," said Jockey Chairman and Chief Executive Officer Debra S. Waller.

Fedyk will succeed current President and COO Robert Nolan, who is retiring.

THE 30TH ANNUAL WISCONSIN MANUFACTURER OF THE YEAR AWARD PROGRAM IS NOW ACCEPTING APPLICATIONS!

The Wisconsin Manufacturer of the Year Award program is an annual recognition of excellence in manufacturing. It celebrates the successes of manufacturers in the state: their innovations, philanthropy, technological advances, commitment to customer satisfaction, and quality jobs.

Apply by Friday, December 8th at wimoty.com.

BEAR PLANS COMMERCIAL DEVELOPMENT IN PLEASANT PRAIRIE, INCLUDING 50,000 SF CLINIC FOR FROEDTERT SOUTH

Bear Development is planning a commercial development called Main Street Market on 22 acres near the corner of Highways 31 and 165 in Pleasant Prairie. One of the development's anchor tenants would be a four story, 50,000-square-foot medical office building that Bear is working with Froedtert South (previously known as United Hospital System) to develop. Services at the clinic would include family practice, internal medicine, cardiology, neurology, orthopedics, gastroenterology, among others. Each floor would house about five to eight providers and support staff.

Main Street Market would include the medical office building, a 60,000-square-foot grocery store, a 23,000-square-foot multi-tenant building, two retail buildings, a retail service building and a convenience store, according to plans submitted to the village.

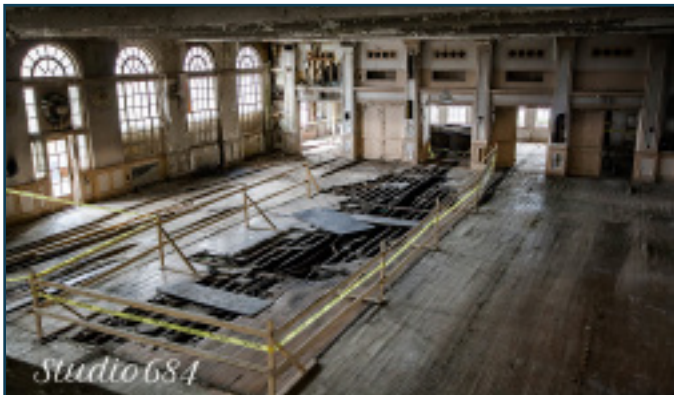


DOWNTOWN KENOSHA, INC.

Gorman & Co.'s Heritage House Boutique Hotel conversion well underway in Downtown Kenosha

Kenosha's historic Heritage House Inn, built in 1916, is being redeveloped by Gorman & Company into an 80-room boutique hotel. Gorman has secured all of the funding for the project and construction has begun.

The building at 5706 Eighth Avenue in Downtown Kenosha will undergo a complete renovation and, along with the 80 new guest rooms, will feature a new pub-style restaurant, a rooftop bar, and a 4,000-square-foot banquet hall and ballroom. A new addition will be built directly to the south of the historic building, which will house 65 modern guest rooms.



Ballroom of the Heritage House before reconstruction began.



A rendering of the Heritage House project.

National retail expert Lacy Beasley keynotes the 2017 State of the Downtown Address in September

The 2017 State of the Downtown Address was held September 26th at the Women's Club. Attendees heard from several speakers working hard to create an environment that is ready for investment and a vibrant place to visit and do business, including DKI Executive Director Nicole Thomsen and DKI Board President Kevin Ervin.

Ted Matkom, Wisconsin Market President of Gorman & Company, provided an overview of the Heritage House hotel reconstruction project. Mayor John Antaramian talked about his vision for downtown and some of the projects currently underway in the Downtown Area. Keynote speaker Lacy Beasley, President & COO of Retail Strategies, gave a presentation about the retail landscape and what it means for downtown.



DKI Board President Kevin Ervin addresses attendees of the 2017 State of the Downtown.



Lacy Beasley,
President &
COO of Retail
Strategies.

She provided detailed information and key takeaways such as the fact that, according to the US Census Bureau, "Only 9% of overall retail sales are conducted online." In a world filled with Amazon, consumers are still seeking out that in-store experience, although omni-channeling, the link between "bricks" and "clicks" is proving to be extremely important.



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