

# Perfectly Centered

Triannual Newsletter of the  
Kenosha Area Business Alliance (KABA)

FALL/WINTER 2019

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## Kroger and Ocado bringing high-tech customer fulfillment center to Pleasant Prairie

*The multi-million dollar investment is expected to create up to 400 new jobs*

The Kroger Co., America's largest grocery retailer, and Ocado one of the world's largest dedicated online grocery retailers, announced on November 14th that they had chosen Pleasant Prairie as the sixth location for a Customer Fulfillment Center (CFC).

Kroger has partnered with Ocado to accelerate its ability to provide customers with anything, anytime, anywhere. The CFC model - an automated warehouse facility with digital and robotic capabilities, also known as a "shed" - will be replicated to serve customers across America. In June, Kroger broke ground on its first CFC in Monroe, OH and has since announced additional locations



in Florida, Georgia, Texas, and in the Mid-Atlantic region.

The Pleasant Prairie CFC will measure 350,000 square feet and is expected to create up to 400 new jobs.

The new CFC facility will be located on 88th Avenue off of Hwy H, just south of LakeView Technology Academy. It is scheduled to become operational in 24 months after they break ground.

To see photos and videos of an existing CFC, visit [http://bit.ly/kroger\\_ocado\\_shed](http://bit.ly/kroger_ocado_shed).

*"Kroger is incredibly excited to construct one of our industry-leading Customer Fulfillment Centers in Pleasant Prairie, WI, in relationship with Ocado to bring fresh food to our customers faster than ever before. Through our strategic partnership, we are engineering a model for the region, leveraging advanced robotics technology and creative solutions to redefine the customer experience for our customers in Wisconsin and Illinois."*

— Robert Clark, Senior Vice President of Supply Chain, Manufacturing and Sourcing, Kroger



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

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



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 Chair...

As we near the end of 2019, I find myself reflecting on how far the Kenosha Community has come this year. Often times, reflection brings a sense of gratitude. With Thanksgiving around the corner, I feel very grateful to be part of this dynamic community.

Our community has become a destination for many new businesses, while legacy companies are choosing to stay here and expand. Local companies continue to make investments here, whether in real estate for a new facility or expansion, equipment to grow their business or in the hiring of talent, all of which benefit us all.

As we enter into 2020, I am reminded of all we have to look forward to. Many companies will celebrate significant milestones in 2020. The Kenosha Area Business Alliance will be celebrating 40 years, Johnson Financial Group will be celebrating 50 years, Snap On Tools will be celebrating 100 years and the Kenosha Kingfish will celebrate the 100th Anniversary of Simmons Field. I am certain many more milestones will be celebrated for the companies that planted their roots in Kenosha decades ago.

Maintaining a thriving business for 40, 50 or 100 years is a major accomplishment that demonstrates endurance, leadership and change management. Leading through change is no easy task. The reality is that the world is constantly changing and the marketplace is becoming more and more competitive. We all have to focus on continual improvement in our businesses in order to compete, remain relevant, and make a difference. We need to own and embrace the change that lies ahead. How we navigate through that change will determine our success or failure. All of these companies continue to thrive in our community and that makes me proud.

I am thankful to have had the opportunity to work for a family company like Johnson Financial Group where a deep commitment to employees and community creates great loyalty. At a time when talent is so hard to find, loyalty is key. The skill, knowledge and dedication that our associates have is what makes us so successful.



Personally, I would like to thank Todd Battle for having the courage to move his family to Kenosha to lead KABA through the changes we have seen over the past 15 years, for having faith in me to lead KABA as the Chair for the past two years, and for believing in our community. Todd's passion has shown through his successful recruitment of key companies like Uline, Haribo, and Amazon, just to name a few. His commitment to our community is infectious and inspiring.

I would like to thank the KABA Board for their dedication and time commitment, which has been key to KABA and the community's success. It takes a team to achieve the success KABA has experienced over the years and the countless hours the Board members have given has played an integral part in the success for us all.

And, to our KABA members, thank you for the support you provide to KABA. We are only as strong as our loyal members.

As we come together with our family and friends for Thanksgiving, I hope each of you find some time to ponder the year that was. Whether you experienced successes beyond your wildest dreams or became a stronger person for the hardships you endured, I hope every experience has taught you something and has instilled in you even greater pride for our Kenosha community.

Karla Krehbiel, Regional President - Southeast, Johnson Financial Group; and Chair of the KABA Board of Directors

## THANK YOU TO THE FOLLOWING COMPANIES FOR

**ANDERSON MANUFACTURING**  
andersonmfg.com

**CAMOSY CONSTRUCTION**  
camosy.com

**FORM MACHINING LLC**  
formmachining.com

**BOOGIE'S INC.**

**CLOVIS POINT, LLC**  
clovispoint.org

**JAMES PELLIZZI AND COMPANY**  
pellizziandcompany.com

# KENOSHA COUNTY ED SCORECARD

## The Long View: Jan. 1, 2018 - December 31, 2022

The Kenosha County Economic Development Scorecard is a set of primary performance indicators to track the overall performance of KABA and the Kenosha Area in regards to economic development. It serves as a visual representation of its long range goals. The scorecard below represents the progress made toward five-year goals as of quarter three of the second year (October 2019).

### KEY



### JOBS

KABA will work on expansion, relocation/attraction projects that generate 1,000 a year; 1,000 jobs over the next five years. 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 a year; \$500 million over the next five years.



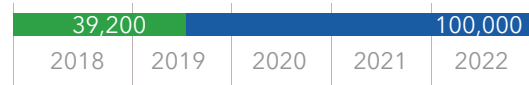
### LEAD GENERATION

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.



### WEB SITE VISITS

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



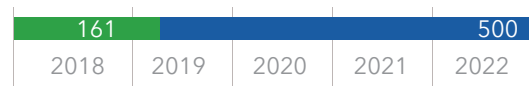
### ECONOMIC DEVELOPMENT FINANCING

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



### BRE PROGRAM

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



## THEIR INVESTMENT IN KABA:

**KENO FIRE SERVICES**  
facebook.com/kenofireservices

**NORTHLAKE ENGINEERING**  
standelectronic.com

**PEPPER CONSTRUCTION**  
pepperconstruction.com/pepper-wisconsin

**THE REESMAN COMPANY**  
reesmans.com

**UNITED CONVEYOR CORPORATION**  
unitedconveyor.com

# ECONOMIC DEVELOPMENT

## Herzing University relocating its Kenosha campus, 600 students Downtown

Herzing University recently announced students taking fall 2020 classes will be doing so in their new campus in Downtown Kenosha. The move will bring 600+ Herzing students to Downtown on a regular basis - which will be great for the area. The university will lease the former Kenosha News building, 5800 Seventh Ave., from a Milwaukee-based real estate investment firm that is purchasing and renovating the building.

Herzing is currently located in a 20,000-square-foot building at 4006 Washington Road, where it had been running out of room for some time. Herzing believes the new building is an ideal location and will allow for future growth. Herzing expects to double its local student population in the coming years.



*"The move downtown will be a win-win for everyone involved. We get to provide our students with a dynamic learning environment and we'll have room for future growth. Downtown benefits from having more than 600 people eating, shopping and visiting in the area each week."*

*— Dr. Jeff Hill, President, Herzing University, Kenosha*

## Pleasant Prairie approves Prairie Highlands improvements

In November, the Pleasant Prairie Village Board approved the public improvements for Prairie Highland Corporate Park (PHCP). The acceptance allows the corporate park to move forward with the HARIBO of America land agreement.

*"The acceptance of the improvements is important; it allows the Village to move forward with the second and final closing on the property we are selling to HARIBO." — Village Administrator Nathan Thiel*

The accepted improvements include public sanitary sewer system, public storm sewer system, public water main improvements, and public roadway improvements.

## KABA Portfolio Update

In June 2019, KABA's Finance Committee approved a \$350,000 loan to Kitchen Cubes, LLC. The funds will assist Kitchen Cubes in the acquisition of new project equipment to be housed in their manufacturing facility in Bristol, WI. The low interest loan will be issued out of the Economic Development Administration (EDA) revolving loan fund.



In July 2019, KABA's Finance Committee approved a \$104,875 loan to Form Machining, LLC. The funds will assist Form Machining in the acquisition of project equipment to be used in expanding operations in their manufacturing facility in Silver Lake, WI. The low interest loan will be issued out of the County revolving loan fund.

In August 2019, KABA's Finance Committee approved a \$250,000 forgivable loan to Silgan Containers Manufacturing

Corporation. The funds will assist Silgan in relocating operations into a 524,000 SF manufacturing facility in the Kenosha Corporate Park and the creation of over 100 FTE's. The forgivable loan will be issued out of the Kenosha County High Impact Fund.



In September 2019, KABA's Finance Committee approved a \$500,000 forgivable loan from Kenosha County's High Impact fund and a \$1,500,000 low interest loan for Nexus Pharmaceuticals, Inc. The funds will assist Nexus in relocating to a newly constructed manufacturing facility in Prairie Highlands Corporate Park in the Village of Pleasant Prairie and purchasing necessary equipment for the new facility. The low interest loan will be administered from the Village of Pleasant Prairie and County revolving loan funds.



# ECONOMIC DEVELOPMENT

## New luxury apartment development breaks ground in Somers

Ravine Park Partners and Legacy Varin Management held a ground breaking in September for Hawthorn Apartments in the Village/Town of Somers. The apartment community will be accepting rental applications for its first homes expected to be available for move in April 15, 2020. They are located just west of Green Bay Road at the intersection of Cty Hwy E.

The apartments will include very high-end designer finishes, and many units will offer direct access garages. Community amenities will include: resort pool and outdoor kitchen, game area, dog park, pet wash, car wash, hobby shop, and an extensive fitness facility with quiet fitness and yoga, sports lounge, demonstration and entertainment kitchen.



*"Somers is very excited about Hawthorn Apartments. It was a long time coming and we are glad to see it finally come to fruition. The luxury apartments will be a welcome addition to our diverse housing options." — Jason Peters, Village/Town of Somers Administrator*

## Great news for Kenosha County: Bond rating remains at AA+; Receives recognition for its efforts to promote walking, bicycling

A pair of rating agencies recently reaffirmed Kenosha County's AA+ bond rating, expressing their praise of the county's fiscal management and expressing a favorable forecast for the future.

This comes as the county's overall long-term obligations have declined sharply over the last 15 years and general obligation debt remains essentially equal to its level in 2004, in spite of a recent wave of significant infrastructure improvement projects undertaken in response to the area's booming economy.

*"The rating agencies — Fitch and Standard and Poors — are reaffirming something we've long known ...Kenosha County is in excellent fiscal health." — Kenosha County Executive Jim Kreuser*

There's more good news as Kenosha County was recently recognized as a Wisconsin Active Together Community for its commitment to bolstering quality of life by making it easier for people to walk, bike and be active. The honor was granted specifically to the Kenosha County Multiuse Trail Committee for its strategies to develop a safe, functional infrastructure of trails and bicycle routes.

## Kenosha celebrates Wisconsin Craft Beer Day

Independent craft brewers across the state continue to spring up to meet the growing demand for unique craft beer, including here in Kenosha County. On September 26, all four local breweries - Public Craft, R'Noggin, Rustic Road and Kenosha Brewing Co., participated in a statewide toast to celebrate craft brewing and the positive impact it has on our economy.



To read more about any of these stories, visit: [kaba.org/news/list](http://kaba.org/news/list).

# LET'S TALK TALENT!

## HARIBO, UW-Parkside announce 10-year partnership

HARIBO of America, Inc. and the University of Wisconsin-Parkside announced in October a 10-year, wide-ranging partnership that will provide more access to higher education for students, create internship and career opportunities, and jumpstart an impactful facility enhancement. UW-Parkside Director of Athletics Andrew Gavin said the partnership will initiate a fundraising campaign to enhance the university's Sports & Activity Center, highlighted by a complete seating reconstruction in the De Simone Gymnasium.

Another aspect of the partnership is funding for Future Focus Scholarships which will provide more opportunities for students to achieve their education



*"We believe everyone should have access to affordable education. HARIBO of America has been warmly welcomed to the communities of southeastern Wisconsin and our new partnership with the University of Wisconsin-Parkside is an opportunity to give back to our new neighbors and invest in the future." — Wes Saber, Chief Financial Officer, HARIBO of America*

## LakeView Tech named a National Blue Ribbon School and one of the best high schools in Wisconsin

LakeView Technology Academy in Pleasant Prairie was officially named a National Blue Ribbon School by the U.S. Department of Education. It was one of just eight schools in the state to get the designation and the only high school in Wisconsin. LakeView is a specialty choice high school, part of the Kenosha Unified School District, preparing students to enter the field of engineering or higher level technology. The winners were recognized at an awards ceremony in Washington, DC on November 14 and 15, 2019.

Earlier this year, U.S. News & World Report ranked LakeView as the 15th best high school in Wisconsin.

## Carthage College reduces tuition by 30%

Carthage College announced in September that it will reduce tuition to \$31,500 (from the current \$45,100) for the 2020-21 academic year. President John Swallow said the reduction better reflects the amount most students pay after receiving financial aid. The change will apply to all new and returning undergraduate students. Carthage, which welcomed its largest incoming class in its history last year, is among the first institutions in the state of Wisconsin to lower tuition, and the first in the state to implement such a significant tuition reset.

## Life Balanced Kenosha County wins an Excellence in Economic Development Award

KABA and its partners - Kenosha County; the Villages of Pleasant Prairie, Bristol, Somers, Salem Lakes, and Paddock Lake; Visit Kenosha; and the Kenosha Area Chamber of Commerce - were selected as an International Economic Development Council (IEDC) Excellence in Economic Development Council Gold Award recipient for the website LifeBalancedKenosha.com in the Special Purpose Website, Population 25,000 - 200,000 category.

The award was presented at an awards ceremony on October 15th during the 2019 IEDC Annual Conference in Indianapolis, Indiana.



*Pictured right (L-R): Jonas Peterson, CcD, Chair, Performance Oversight Monitoring Committee, Las Vegas Global Economic Alliance, Las Vegas, NV; Becky Noble, Director of Marketing, KABA; and Kenny McDonald, CcD, Vice Chair of IEDC, Columbus 2020, Columbus, OH*

# LET'S TALK TALENT!

## Gateway opens a renovated, expanded SC Johnson iMET Center

The \$11.5 million project is aimed at accommodating the job training needs of area companies, by training college students and upscaling existing employees

The Gateway Technical College SC Johnson iMET Center celebrated its renovation and expansion at a ribbon-cutting ceremony Tuesday, Oct. 22.

The center, located at 2320 Renaissance Blvd., Sturtevant, expanded by 35,800 SF, and 12,080 SF of existing space was remodeled as part of the project. The center is home to 12 academic programs taught with some of the most technologically advanced classrooms and equipment in advanced manufacturing and Industry 4.0 today. Many national companies stepped forward to provide resources, equipment, and industry knowledge to help make the center a local, and national, site of Industry 4.0 training.



*"Technology is driving change in the way we live and work. We need to make sure we are ready to change with it, and this facility will help us adapt to that change." — Governor Tony Evers*

The expansion features added labs with cutting-edge training equipment to provide the framework for advanced manufacturing career skills. Some of the high-tech training equipment is portable, allowing college instructors to provide training on-site to area manufacturers and high schools.

## InSinkErator finds Youth Apprenticeships to be an important tool for building their talent pipeline

InSinkErator needed to think outside the box to meet their talent needs. They wanted to find a way to get renewed interest in the trades and spark student's interest in manufacturing work. The food waste disposal manufacturer found one solution that has really paid off for them: the Kenosha Unified School District (KUSD) youth apprenticeship (YA) program. InSinkErator has been participating in YA since 2015. Here's how it works for them: The youth apprentice goes through a typical recruitment process, as there is more than one candidate for each of their openings. During

*"My advice for employers considering YA is not to be afraid to hire a high school student. You cannot overcommunicate what the work expectations are when you do. And to be sure to provide a dedicated mentor— that and the supervisor are key."*

*— Jessica Tiefenthaler, HR Director, InSinkErator*

Join KUSD & KABA for a guided discussion on Nov. 26th about using YA and business-education partnerships to build the local talent pipeline here in Kenosha. Learn more at: [bit.ly/YA\\_info\\_session\\_112619](https://bit.ly/YA_info_session_112619).

the interview process, the company works with the youth apprentice liaison at the school to coordinate the student's class and work schedules. Once selected and hired, the YA meets with HR for new employee orientation. Safety training is completed by the department on the YA's first day, and the Supervisor meets with employee to go over job and department expectations. From that point on, it is completely hands-on. The YA is on the floor with a very strong mentor - who is committed to the process - doing the assigned work (welding, repairing machines, preventative maintenance, etc.).

Visit [dwd.wisconsin.gov/youthapprenticeship](https://dwd.wisconsin.gov/youthapprenticeship) to learn more about YA programs or contact Cheryl Kothe, Coordinator for Career & Technical Education at KUSD, at [ckothe@kUSD.edu](mailto:ckothe@kUSD.edu).

# PROGRAMS & EVENTS



## Celebrating the best in business

KABA hosted its 15th Ovation Awards (formerly Business Excellence Awards) on November 7th. Nearly 380 people came out to celebrate our exciting award winners. Thank you to our amazing winners, sponsors, attendees, partners and to the nominators and selection committee for your support and engagement.

Congratulations to this year's winners:

- > Business of the Year: **Catalyst Exhibits**
- > Small Business of the Year: **Kitchen Cubes**
- > Entrepreneur of the Year: **Mike Thompson**, Fair Oaks Farms
- > Forward Awards
  - **Advocate Aurora Health**
  - **Kenosha County**
  - **University of Wisconsin-Parkside**
  - **Boys & Girls Club of Kenosha**
  - **MTI (f/k/a SL Montevideo)**



*Pictured above: Front row (L-R) - Dave Ruppel, MTI; Rich Korth & Paul Stahlberg, Catalyst; Lisa Just, Advocate Aurora Health; Kenosha County Executive Jim Kreuser; Chancellor Debbie Ford, UW-Parkside. Back row (L-R) - Jake Molgaard, Kitchen Cubes; Mike Thompson, Fair Oaks Farms; Zack Molgaard, Kitchen Cubes; Jake McGhee, Boys & Girls Club of Kenosha.*

See pictures from the event and video tributes of each award winner at [kaba.org/ovation-awards](http://kaba.org/ovation-awards).

## Inspire 2019 was a day full of inspiration, connection



Thanks to all who attended Inspire 2019! It was a great day filled with inspiration and connection. We hope you enjoyed your experience and feel energized to take action on all that you learned. **Please save the date for Inspire 2020: Friday, October 16th!**

*"You delivered on your goal to inspire leadership excellence in our industries through the speakers and topics covered."*

*— Matt Krauter, Blackhawk Community Credit Union*

Thank you to our many sponsors including Carthage College, Catalyst Exhibits, Lee Mechanical, Haribo, and Uline. Photos from the event can be found on the KABA Facebook page: [KABAConnectHere](https://www.facebook.com/KABAConnectHere).

*"The speakers were engaging and inspiring. I enjoyed every aspect of this conference."*

*— Gillian Greene, Kenosha County Division of Health*

Additional resources including *On Leadership* columns from community leaders right here in the Kenosha Area, are available at [inspirekenosha.com](http://inspirekenosha.com).

*"Everything from the presenters to the topics covered were top notch. I have attended many conference and trainings and this was by far the best event I have attended." — Tyler Cochran, Kenosha Police Department*



# ON LEADERSHIP

## Small nuggets, big difference | by Aleta Norris

Organizations want results. Employees want fulfillment.

Both are achievable.

Small gestures, let's call them nuggets, make a big difference for employees. When your employees are fulfilled, the benefits are palpable. Most of all, organizations get the results they need.

It's true that the little things are the big things for your employees. Let's take a look at five small nuggets that will make a big difference.

**Have a welcoming nature.** Welcome your employees to their day, every morning, by name. Not a morning person? Doesn't matter. Your employees deserve a friendly greeting. Welcoming also applies to new employees joining your team. Be ready for them. Make time for them on their first day. Tell them you're glad to have them on board.

**Catch people doing things right...and tell them.** This is such a big one. Too many leaders are focused on what's wrong. They employ the "leave alone zap" method. This means leaving employees alone with they're doing the right things and zapping them when something is not as it should be. Acknowledgment of the good things is a must. This can be as simple as "I can count on you every day. You're here, you're engaged, you're productive...doing the things we need from you. Thank you." If I hear one more leader say, "That's what their paycheck is for...."

**Be curious when things don't go well.** How often do things not go well? Every. Single. Day. Step one is to have your mind

in the right place about this. Expect that things will not go as expected. Unless you're dealing with a chronic underperformer, employees deserve to be able to share the story. My absolute favorite question for a leader to have in his or her toolbox is "What happened?" "You missed the deadline. What happened?" "You lost your temper in the meeting today. What happened?"

**Manage your emotions.** This is critical. Human beings remember moments of disrespectful treatment for a long time. If you are an aggressive person or a passive aggressive person toward your employees get a handle on this. Use your words, not your emotions.

**Care about people.** Life is difficult. Every day, employees face challenges at work and in their personal lives. Be in tune to the needs of your employees, and demonstrate to them that you care. People matter.

Each of these could be considered a small nugget, most of them leaning toward positivity in someone else's day. Make no mistake about the big difference these things make in the human experience.

[Aleta Norris provides an ongoing column about leadership. She is a leadership expert and Principal at Living as a Leader LLC.](#)



## It takes a village to have a successful career | by Jamie Hogan

The saying goes, it 'takes a village' to be successful in raising a family. Well, I can guarantee you it takes a village to have a successful career. From a leadership perspective, surrounding yourself with a team of individuals that complements your skillset is critical. I have said before, hire people smarter than you, and you will be successful. As a leader, it's important to know that you don't have all of the answers and that **success comes from the team working together towards a common goal.** It's always great to get different perspectives on a particular topic, as often times working through problems with different perspectives leads to a better outcome. A recent

example would be when one of our clients had a particular need that we never would have handled for them, but the team pulled together to come up with a custom solution to fit that need. Not only did we get an extremely happy client, but now have a new service offering we never would have thought of! All because of the ideas from the team.

**It's critical to celebrate your success.** Often times we get caught up in the 'day-to-day', trying to meet our goals, and anxious to start on the next task so quickly that we forget what we just accomplished. As a leader it's important that the team takes time to celebrate achievements! One of our core values is "Living Well & Having Fun". How great is it when you accomplish a goal and now you get to celebrate that accomplishment? This summer we took a break as a company and celebrated a great achievement, meeting a particular goal we had set over a year earlier. Taking a break and 'toasting to success' helps lead to even greater success.

Lastly, remember to **thank the people that got you there.** Think about all of the people that had an impact on your career. It could be your co-workers, friends, your clients, and especially the support from your family. We have notes around the office thanking fellow team members for things we have done for each other. We make a habit of thanking each other throughout the year, because that's part of our culture.

It's not always easy being a leader, but having your own 'village' that you can count on will definitely help with your success.

[Jamie Hogan is President of Specialized Accounting Services LLC.](#)



# DOWNTOWN KENOSHA, INC. (DKI)

## The DKI facade program

The DKI facade program has been in place since 2017, providing matching grants of up to \$10,000 to downtown property owners for up to 50% of exterior renovation project costs. To date, DKI has raised \$52,000 from sponsoring organizations to provide grants, which have then leveraged private funds of almost \$3 million. There have been a total of 44 applicants for these funds since 2017, with 18 businesses chosen to receive awards. In 2018, Equinox Boutique received \$5,000 to replace windows, restore brickwork, craft murals and do tuck pointing to the exterior of their building.

A new round of facade grant applications will be opening in spring 2020. Please visit [downtownkenosha.org/doing-business/toolbox/facade-program](http://downtownkenosha.org/doing-business/toolbox/facade-program) for more information.

## More apartments options open, planned or under construction

The Downtown Area is getting new developments that the Downtown Strategic Plan - developed by the Lakota Group in 2012 - considered vital to its revitalization: housing. Currently, at least three exciting new developments are in varying stages of completion.

Recently announced is the Brindisi Towers, an 10- to 11-story, 134-unit apartment and condo high-rise. The \$80.5 million development includes ground-floor space for high-end restaurant and health club. The 1.6-acre site proposed is at the northeast corner of 52nd St. & Eighth Ave.

Complete and ready for occupancy is the Weiskopf Lofts, a 14-unit complex located at 812 50th St. The luxury-apartment building is a redeveloped 118-year-old former elementary school.

Now fully leased is the Residences at Library Park at the beautifully transformed former KYF building in Library Park.



Weiskopf Lofts



Brindisi Towers

## The Apis Hotel & Restaurant coming downtown in 2020

The Grease & Honey Restaurant Family have been quietly working on an exciting addition to the Downtown Kenosha entertainment and hospitality scene. The Apis Hotel & Restaurant will be a multi-level boutique hotel, avant garde dining, events space, lounge, and rooftop deck. The 10,000+-square-foot building, located at 614 56th Street in downtown Kenosha, is currently under construction with plans to open in Spring 2020.

The Apis spans four levels with a first floor that features a vibrant restaurant and bar with an open concept kitchen. A micro hotel with six unique suites is located on the second floor. The mezzanine level will have another bar with additional dining areas and lounge seating. The basement level will be a swanky but cozy cocktail lounge that will also be available for private parties. One of the most interesting features of the project is a beautiful 2,700 SF rooftop bar and terrace with sweeping views of the Downtown Area and Lake Michigan.

*"I really think Kenosha is ready for something that is next-level like this. We are really excited to bring this new concept here. The building is turning out to be even better than we imagined and we can't wait to share it with the community." — Paul Campagna, Owner, Grease & Honey Restaurant Family*



# COMMUNITY DEVELOPMENT

## Success in the Experience Economy

I know you all have heard me talk about Downtown Kenosha being a destination to dine, to shop, and to be entertained. The words *experience economy* has been talked about for quite some time too. But let me tell you about a true success story for our experience economy in Downtown Kenosha.

I recently sat down to have coffee at the Stella Cafe with Kim Frank from Coyle Financial Counsel out of Glenview, Illinois. We had connected to discuss plans about something exciting she wanted to do Downtown. She was planning her company's annual business retreat. Looking for an opportunity to really connect with her department and allow for relaxed team building focus, Coyle Financial Counsel would usually stay at the Grand Geneva. Her group would spend their time shopping, dining, and learning there within the resort. But after several years of this program with team enthusiasm dwindling, this year she set her sights on a new destination for her group: Downtown Kenosha. Following up with her after the event, all we could talk about was next year's plans.

After the opening of the Stella Hotel and Ballroom, Kim knew she had to get her Chicago-based employees out to experience everything Kenosha had to offer. And this wasn't just any retreat; she designed a strategic scavenger hunt for day two to really draw out the competitive side of her groups. Every last detail was well thought out and planned to reflect the growth happening in our community. Their Thursday through Saturday retreat took months of preparation, thoughtful consideration of all local spending, and many hours of our business's participation.

They kicked off their stay on a Thursday night at The Crow's Nest for drinks and appetizers then set sail on the Red Witch for a tour around our beautiful lakefront; finishing off the evening with a delicious dinner at Table and Mash. The next day's activities had

them truly experiencing our local business culture: swag bags with shirts all made from The Lettering Machine, snacks from Sandy's Popper, and spending downtown dollars were given to each team for purchases at downtown destinations. They were sent to Elsie Mae's to make their own pies, toured Iron Depot Winery - where they were given a bottle of wine of their choosing. They then decorated cupcakes at Robin's Nest, dined at Kaisers and were encouraged to visit certain hot spots for points. Singing "Let It Go" in front of Rhode Theater and taking pictures at the harbor's torpedo may have been a few favorites.

The event closed with a private dinner at Twisted Cuisine where the staff and owners declared their winners. The winning team in turn won a package of gift certificates to shops such as Authentique and Lulu Birds. Finishing off their weekend many visited the HarborMarket and stayed in town for breakfast at staples like Frank's Diner and Coffee Pot.

## Perfectly Centered

K A B A B L O G



The truth about this type of experience economy happening downtown is that this type of expenditure has long lasting results. Kim is not only planning for another retreat where their dollars directly impact our storefronts and redevelopment, but this retreat has introduced a new stream of visitors thrilled with the hospitality and uniqueness our business district offers, while rewarding their truly invested employees. Coyle Financial Counsel found team morale greatly increased after this retreat and is happy to continue reinvesting in the company's goal to be a family dynamic workplace. As we continue catering to these experiences, we should be proud to see how much of an impact we have on both our downtown and our business neighbors!

Written by Alexandria Binanti Robinson . Alex is the Executive Director of Downtown Kenosha, Inc.





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