MULTI-JURISDICTIONAL COMPREHENSIVE PLAN
KENOSHA COUNTY
SUMMARY SHEET

Economic Development Element
(Multi-Jurisdictional Comprehensive Plan Preliminary Draft Chapter XIII)

INVENTORY & ANALYSIS

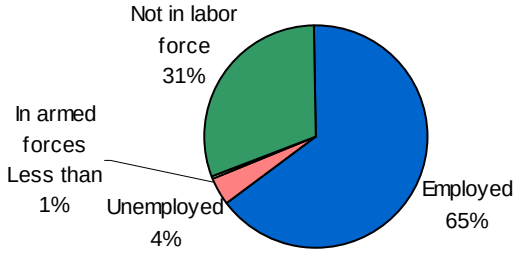
Labor Force

The labor force includes residents 16 years of age and older who are employed, or are unemployed and seeking employment, or are in the armed forces.

In 2000, there were about 77,980 County residents in the labor force, or about 69 percent of the population that was16 years of age or older. Of this, about 4,473 people (4%) were unemployed, and 271 people (less than 1%) were in the armed forces.

As of May 2007, the unemployment rate in Kenosha County was about 4.9%, the same as the statewide rate.

EMPLOYMENT STATUS OF PERSONS AGE 16 YEARS OR OLDER IN KENOSHA COUNTY: 2000

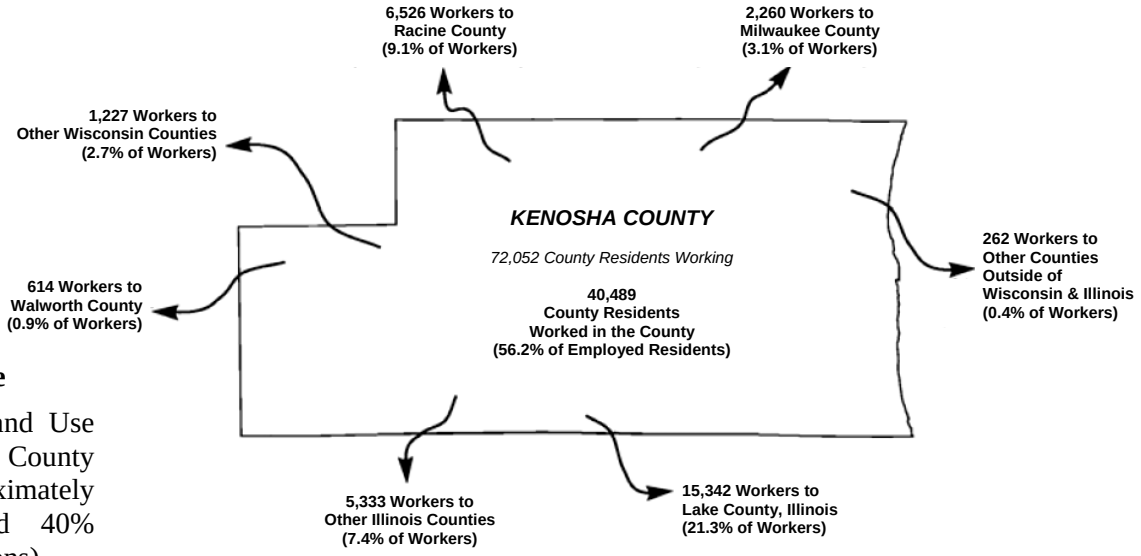


Source: U.S. Bureau of the Census and SEWRPC

Place of Work

In 2000, about 56% of Kenosha County's employed residents worked within the County; the remaining 44% commuted to other counties for work.

WORKER COMMUTING PATTERNS FROM KENOSHA COUNTY: 2000



Source: U.S. Bureau of the Census and SEWRPC

Age Composition of Labor Force

Based on the 2035 Regional Land Use Plan, the population of Kenosha County in 2035 is projected to be approximately 210,080 persons—an estimated 40% increase from 2000 (149,600 persons).

About 77% of Kenosha County's projected population (161,200 people) is expected to be of working age; of those, about 109,500 residents are expected to participate in the labor force in 2035.

The projections include a significant increase in the number of persons age 65 and older (a 99% increase), which will likely mean a higher percentage of retired residents and an increase in demand for certain products and services, such as those provided by the health care industry.

ACTUAL AND PROJECTED POPULATION IN KENOSHA COUNTY BY AGE GROUP: 2000-2035

	ACTUAL POPULATION	PROJECTED POPULATION			
AGE GROUP	2000	2010	2020	2030	2035
Under 20 Years	44,939	46,984	51,072	55,600	57,452
20 to 44 Years	56,444	57,754	62,859	68,308	69,719
45 to 64 Years	31,025	43,388	47,191	46,003	48,760
65 Years and Older	17,169	17,986	23,209	31,996	34,147
Total Population	149,577	166,112	184,331	201,907	210,078

Source: U.S. Bureau of the Census and SEWRPC

For a copy of the Multi-Jurisdictional Comprehensive Plan Draft Chapter XIII, *"Economic Development Element"*, please visit the Kenosha County Smart Growth website:
www.co.kenosha.wi.us/plandev/smart_growth/

Employment

Employment data consist of the number and type of jobs in Kenosha County.

The estimated number of jobs in Kenosha County in 2005 is 76,470—a 11% increase from 2000.

The largest private employment category in Kenosha County was the manufacturing industry, with about 10,900 jobs in 2005. This was followed by:

- Retail trade (8,716 jobs)
- Health care and social assistance (8,474 jobs)
- Accommodation and food services (5,942 jobs)
- Administrative and waste services (5,158 jobs)

The largest government employer in the County was local government, including local public school jobs, which consisted of about 7,700 jobs—about 10% of total jobs in Kenosha County.

Location Quotient Analysis

A location quotient is a ratio comparing the concentration of jobs in an area (Kenosha County) by industry type to the concentration of jobs in a comparison area(s)—for example, a region, state, or country.

The location quotient analysis indicated that, in 2005, Kenosha County had a higher concentration of jobs in comparison to the Region, State, and Nation in the following sectors:

- Arts, entertainment, and recreation
- Accommodation and food services
- Local government

Compared to the Region, State, and Nation, Kenosha County had a lower concentration of jobs in information technology, finance and insurance, professional and technical services, and civilian federal jobs.

Major Employers

In 2006 in Kenosha County, there were 4 employers with over 1,000 employees; 4 employers with between 500 and 999 employees; 24 employers with between 250 and 499 employees; and 49 employers with between 100 and 249 employees.

Annual Wages

In 2005, the average annual wage for Kenosha County workers was $33,770; this is about 5% below the State average of $35,547. Annual wages in most industry groups (with the exceptions of construction, manufacturing, and public administration) were generally lower in Kenosha County than the rest of the Region and the State.

Household Income

In 1999, the median household income in Kenosha County was $46,970, which is higher than the Region ($46,587), the State ($42,791), and the Nation ($41,994). The fact that the County's household income is higher than the State average, despite annual wages paid to workers in Kenosha County being below the average for all State workers, is likely due to County residents who work outside the County.

PRIVATE & GOVERNMENT EMPLOYMENT BY INDUSTRY (NAICS) IN KENOSHA COUNTY: 2005

INDUSTRY	NUMBER OF JOBS	PERCENT
PRIVATE EMPLOYMENT		
Forestry, fishing, related activities, and other	—[a]	—[a]
Mining	—[a]	—[a]
Utilities	—[a]	—[a]
Construction	4,616	6.0
Manufacturing	10,887	14.2
Wholesale trade	2,602	3.4
Retail trade	8,716	11.4
Transportation and warehousing	—[a]	—[a]
Information	681	0.9
Finance and insurance	1,815	2.4
Real estate and rental and leasing	2,749	3.6
Professional and technical services	2,716	3.5
Management of companies and enterprises	730	1.0
Administrative and waste services	5,158	6.7
Educational services[b]	1,382	1.8
Health care and social assistance	8,474	11.1
Arts, entertainment, and recreation	1,876	2.5
Accommodation and food services	5,942	7.8
Other services, except public administration	4,759	6.2
Farm employment	577	0.8
SUBTOTAL[c]	66,426	83.3
GOVERNMENT AND GOVERNMENT ENTERPRISES		
Federal, civilian	287	0.4
Military	512	0.7
State government[b]	1,558	2.0
Local government[b]	7,687	10.0
SUBTOTAL	10,044	13.1
TOTAL	76,470	100.0

[a] *Detailed data is not available at the County level; however, these industry groups total 2,746 jobs and 3.6 percent of the total jobs located in the County.*
[b] *The educational service category includes those employed by private schools and colleges. Public school employees are included in the state and local government category.*
[c] *Subtotal includes the sum of forestry, mining, utilities, and transportation and warehouse industry jobs, in addition to those categories where the number of jobs are listed.*

Source: U.S. Bureau of Economic Analysis and SEWRPC.

AVERAGE ANNUAL WAGES BY INDUSTRY GROUP: 2005

INDUSTRY GROUP	KENOSHA COUNTY	REGION	STATE
Natural Resources	$23,696	$32,089	$27,765
Construction	$46,627	$46,434	$42,891
Manufacturing	$49,475	$50,372	$44,430
Trade, Transportation, Utilities	$31,048	$33,347	$31,088
Information	—[a]	—[a]	$43,439
Financial Activities	$32,788	$54,454	$46,267
Professional & Business Services	$34,142	$43,646	$40,462
Education & Health Services[b]	$34,033	$38,881	$37,228
Leisure & Hospitality	$10,323	$14,044	$12,468
Other Services	$18,344	$22,065	$20,604
Public Administration[b]	$37,291	$42,446	$37,244
All Industries	$33,770	—[a]	$35,547

[a] *Data not available*
[b] *Educational services include those employed by private schools and colleges. Public school and university employees are included in the public administration category.*

Source: Wisconsin Department of Workforce Development and SEWRPC.

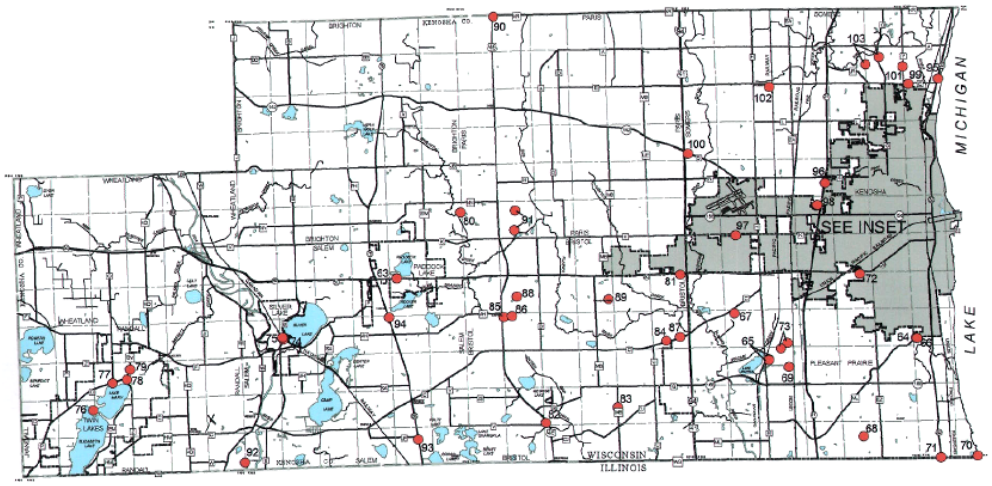
Commercial and Industrial Areas

In 2007, there were 7 business/industrial parks located in the County, encompassing 3,391 acres. About 76% (2,590 acres) of this land has been developed or is committed to development. The remaining 24% (801 acres) is currently available for development.

Wisconsin's comprehensive planning law requires the economic development element to evaluate and promote the redevelopment of contaminated sites for commercial and industrial use.

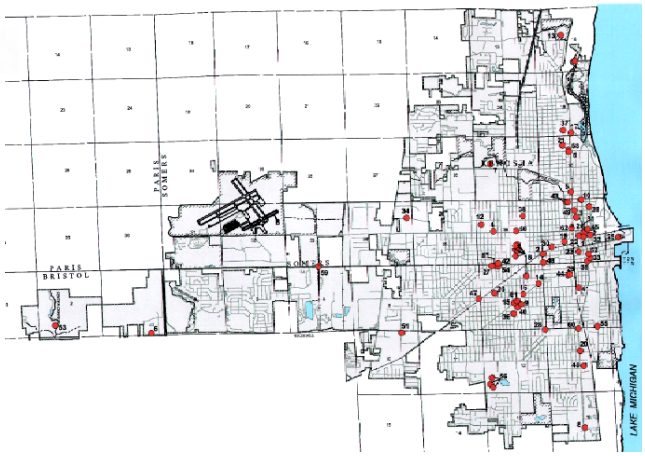
As of June 2007, the Wisconsin Department of Natural Resources Bureau for Remediation and Redevelopment had identified 123 environmentally contaminated sites at 103 locations in the County. Contaminated sites include leaking underground storage tank sites and environmental repair sites. In addition to these sites, 14 inactive and 2 transitional landfills were identified by the DNR.

KNOWN CONTAMINATED SITES IN KENOSHA COUNTY: 2007



KNOWN CONTAMINATED SITES IN THE CITY OF KENOSHA: 2007

CONTAMINATED SITE



ORGANIZATIONS AND PROGRAMS

Economic development organizations and programs that assist in the establishment, retention, and expansion of area businesses:

- **Kenosha Area Business Alliance, Inc. (KABA)**: Established in 1996, KABA's mission is to be the lead business organization that drives economic development throughout Kenosha County, and to support and provide services to its members and Kenosha County communities to ensure quality growth, a robust economy, and a positive business climate for the Kenosha area. KABA provides, or coordinates, a wide range of programs and services, including: Technology Zone Tax Credits, Community Development Zone Tax Credits, numerous revolving loan funds, and training programs.
- **Community Development Block Grant (CDBG) Program—ED**: The CDBG program was designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Wisconsin Department of Commerce awards the funds to a city, village, town, or county, which in turn loans the funds to a business. When the business repays the loan, the funds may be retained to establish various revolving loan funds. 17 businesses took part in the City of Kenosha's CDBG program in 2006.
- **Kenosha County Department of Human Services—Division of Workforce Development**: The Kenosha County Division of Workforce Development administers local, state, and federal public assistance programs, including Wisconsin Works (W-2), Childcare, Medicaid/BadgerCare, Food Stamps, Low Income Heating and Energy Assistance Program, and the Dislocated Workers Program. The Division of Workforce Development also provides Employer Outreach Services to assist employers in searching for qualified applicants, as well as providing labor market information, small business development services, and the coordination and implementation of job fairs.
- **Economic Summits**: There have been two Kenosha County Economic Summits—one in August 2001, and one in March 2007. At each summit, participants were divided into focus groups and each group put forth recommendations on topics such as education, training, infrastructure, quality of life, economic base and diversification, recruitment and retention.
- **Kenosha Area Chamber of Commerce**: The Kenosha Area Chamber of Commerce was established in 1916 to support and promote Kenosha businesses and communities in the County. The Chamber's website provides maps, community profiles, directories, government resources, and free newcomer packages. The Chamber also sponsors local events, such as "Business after 5," "Leadership Kenosha," the Kenosha Consumer Expo, and a Business to Business Tradeshow.

Other organizations and programs in Kenosha County outlined in this chapter include: University of Wisconsin-Parkside Small Business Development Center (SBDC), Regional Economic Partnership (REP), The Milwaukee 7, Tax Increment Finance Programs (TIF), the Village of Pleasant Prairie Community Development Authority, the City of Kenosha Community Redevelopment Authority, and numerous brownfield remediation grant programs.

ECONOMIC PROJECTIONS & DESIRABLE BUSINESSES

Employment Projections

Based on the Regional Land Use Plan, the total number of jobs in the County is expected to increase by 19,850 jobs (about 29%) to about 88,500 jobs by the year 2035.

Most of the job growth is expected to occur in the "General" category (includes service jobs and jobs in finance, insurance, and real estate), and in the retail sector. Industrial, government, transportation, communications, and utilities jobs are expected to remain the same or slightly decrease.

EMPLOYMENT PROJECTIONS FOR KENOSHA COUNTY BASED ON THE REGIONAL LAND USE PLAN: 2000-2035

INDUSTRY GROUP	EXISTING NUMBER OF JOBS: 2000	PROJECTED NUMBER OF JOBS: 2035	2000-2035 NUMBER CHANGE IN EMPLOYMENT	2000 PERCENT OF TOTAL EMPLOYMENT	2035 PERCENT OF TOTAL EMPLOYMENT
Industrial[a]	20,116	19,569	-547	29.3	22.1
Retail	13,349	15,674	2,325	19.4	17.7
General[b]	22,432	40,705	18,273	32.7	46.0
Transportation, Communications, & Utilities	2,651	2,504	-147	3.9	2.8
Government	8,534	8,636	102	12.4	9.8
Other[c]	1,572	1,416	-156	2.3	1.6
Total	68,654	88,504	19,850	100.0	100.0

[a] *Includes construction, manufacturing, and wholesale trade categories*
[b] *Includes finance, insurance, and real estate (FIRE), and service categories*
[c] *Includes agricultural, agricultural services, forestry, mining, and unclassified jobs.*
Source: U.S. Bureau of Economic Analysis and SEWRPC.

Desired Businesses

Section 66.1001 of the *Wisconsin Statutes* requires that an assessment of categories or particular types of new businesses and industries desired by the County be identified in the economic development element of the comprehensive plan, as well as an assessment of Kenosha County's strengths and weaknesses with respect to attracting and retaining businesses and industries.

A brainstorming session during a Multi-Jurisdictional Advisory Committee (MJAC) meeting identified the following as desired businesses: data and information technology; advanced technology manufacturing and engineering; bio-fuel technology and bio-technology in general; recreation; hospitality and tourism industries; professional and technical services; business and corporate management; jobs that support agriculture; home-based businesses; healthcare-related businesses; assisted living/senior care; and service (lawn and maintenance) jobs. During the same session, the MJAC identified County strengths and weaknesses, some of which are outlined below:

STRENGTHS	WEAKNESSES
• Active organizations and community leaders committed to economic development • Strong local intergovernmental cooperation • Location between Chicago and Milwaukee • Access to national and international markets • Good infrastructure and accessibility • Long history of planning & zoning • Strong projected population growth • Skilled workforce with good work ethic • Availability of workforce, land, and housing options • Lake Michigan — good water quality • Lack of congestion and reasonable commuting distances • Good quality schools • Good quality of life in general	• Lack of mass transit • "Brain drain" problem (educated young people leaving area) • Mismatch between educational attainment and job skills desired by employers • Perception of deteriorating air quality • Need to prepare for, and invest in, the expansion of infrastructure to meet projected growth • Lack of understanding about the importance of agriculture and its contribution to the economy • Perceived reputation as "blue-collar"/"lunch bucket town" may hinder attracting certain types of industries • Growing concerns over housing needs due to both growing and aging population • History rooted in manufacturing; the economy may be seen as undiversified and could face difficulty in today's fast-changing economy

ECONOMIC DEVELOPMENT GOALS AND OBJECTIVES

Overall goals include:

- **Identify and encourage desirable, diverse, and sustainable businesses**
- **Attract and retain jobs that provide employment opportunities for County residents**
- **Identify economic and educational opportunities that will help ensure job growth for future generations**

Overall objectives include:

- Identify a variety of business "clusters" to be encouraged within the County
- Encourage countywide and regional cooperation of economic development issues including business creation, retention, and expansion and the creation of a range of employment opportunities that improve and enhance the economic vitality of the County
- Encourage cooperation between schools and businesses to develop educational programs that provide the County's labor force with the necessary skills to meet employer needs, as well as to meet the service needs of the community
- Develop methods to retain farmland and encourage agriculture as a viable part of the economy
- Capitalize on tourism amenities, especially those which focus on Lake Michigan's recreational opportunities

Additional detailed economic development goals, objectives, policies and programs were also established.