

CHAPTER 7

ECONOMIC DEVELOPMENT ELEMENT

The comprehensive planning legislation requires the plan to provide goals, objectives, and recommended programs that promote the stabilization and retention or expansion of the economic base and quality employment opportunities by attracting and retaining businesses that are consistent with the overall land use and environmental objectives of the Village of Pleasant Prairie. It further requires an assessment of new businesses and industries that are desired by the Village and an assessment of the strengths and weaknesses with respect to attracting and retaining businesses and industries, and an inventory of environmentally contaminated sites.



Uline Corporate Office under construction

The amount of information available specifically to the Village is limited so this chapter discusses inventory for the County and the Village where available.

This chapter provides an inventory and analysis of the labor force and economic base, including approximate employment and unemployment, employment by job type, the largest employers, wage information and household income characteristics of residents, existing and planned business/industrial parks, and environmentally contaminated land. This information, along with an assessment of the strengths and weaknesses with respect to attracting and retaining business and industry included in this chapter, was used to help determine the types of new business and industry desired by the Village. Appendix 7-1 provides a description of economic development programs available, including State and Regional programs. Projected number of jobs are also provided at the end of this chapter. Finally the chapter outlines the overall economic development goal and outlines objectives and recommendations for the future development related to economic development in the Village through the comprehensive plan design year 2035

Economic Development Goal:

Diversify the property tax base to relieve residential property tax burdens, and to provide more local shopping and employment opportunities; establish a memorable community image that builds on the Village's natural amenities; improve the overall "climate" for economic development through public outreach, business development programming; and protect and improve the quality of life by balancing sound fiscal and environmental management.

LABOR FORCE

The labor force is defined as those residents 16 years of age and older who are employed, are actively seeking employment, or are in the armed forces. Labor force data, is often referred to as employment data or “place of residence” data, as opposed to “place of work” data. The labor force is not equated with number of employment opportunities, or jobs, in the Village or the County because some of the resident labor forces are employed outside the Village or County, some have more than one job, some are unemployed, and some jobs in the Village or the County are held by non-residents.



Manufacturing at CPI

Employment Status

Table 7.1 sets forth the employment status of residents 16 years of age or older for the Village and Kenosha County. There were a total of 8,512 Village residents over the age of 16 in 2000 pursuant to the Census. Of that number, 8,050 were employed and 387 persons or 3.2% were unemployed in 2000. About 70% of all Village residents age 16 years and over were in the labor force in 2000, similar to figures found in both the County, Region and the State, with about 69% each. The remaining 30% (3,583) of Village residents age 16 and older who were not in the labor force were retired or not actively looking for work.

**TABLE 7.1
EMPLOYMENT STATUS OF PERSONS 16 YEARS OF AGE OR OLDER: 2000**

	In Labor Force								Not In Labor Force		Total
	Employed		Unemployed		In Armed Forces		Total				
	Number	% ^a	Number	% ^a	Number	% ^a	Number	% ^b	Number	% ^b	
Pleasant Prairie	8,050	66.6	387	3.2	75	0.6	8,512	70.4	3,583	29.6	12,095
Kenosha County	73,236	64.5	4,473	3.9	271	0.2	77,980	68.7	35,553	31.3	113,533

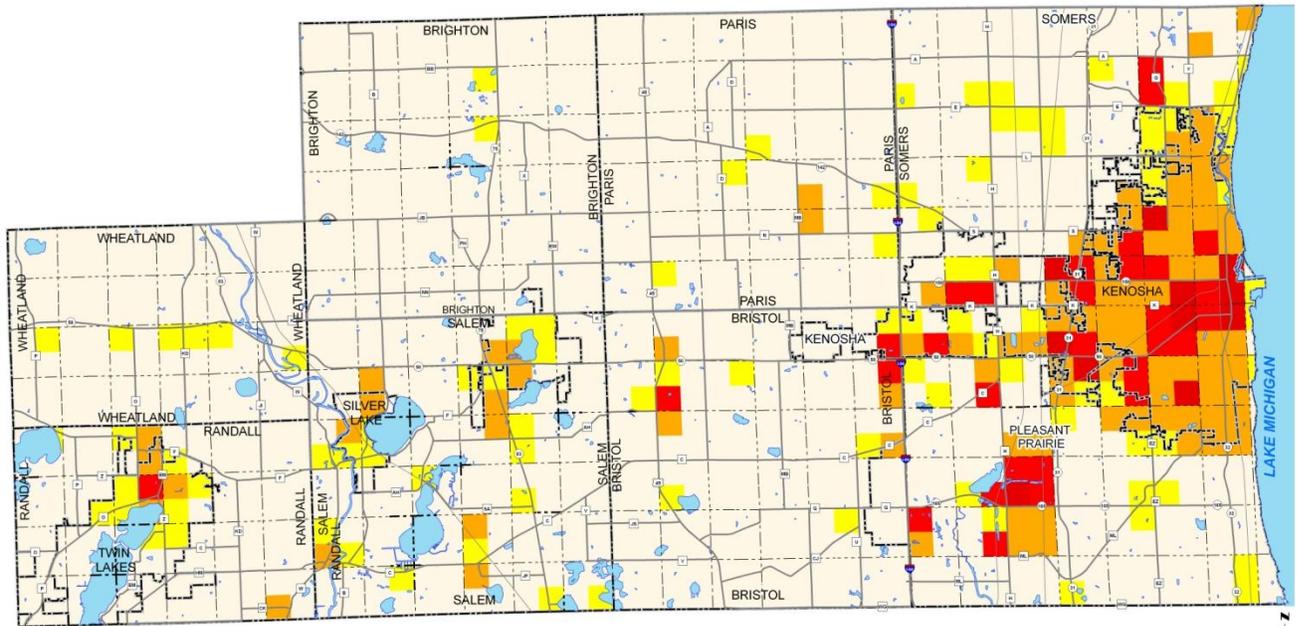
^a Percent of the total number of persons age 16 or older in the labor force.

^b Percent of the total number of persons age 16 or older.

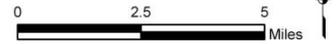
Source: U.S. Bureau of the Census and SEWRPC.

The distribution of employed persons in 2000, shown on Map 7.1, closely resembled population distribution, shown on Map 7.2. Unemployment has trended upward between 2000 and 2009. As of May 2009, the Wisconsin Department of Workforce Development (DWD) reported the unemployment rate in Kenosha County at 10.5% and the State of Wisconsin is at 8.7% of the labor force as illustrated in Table 7.2 Despite the recent increase in unemployment nationwide, Kenosha County labor force has increased by 6,650 resident workers between 2000 and 2009.

**MAP 7.1
EMPLOYMENT DISTRIBUTION: 2000**

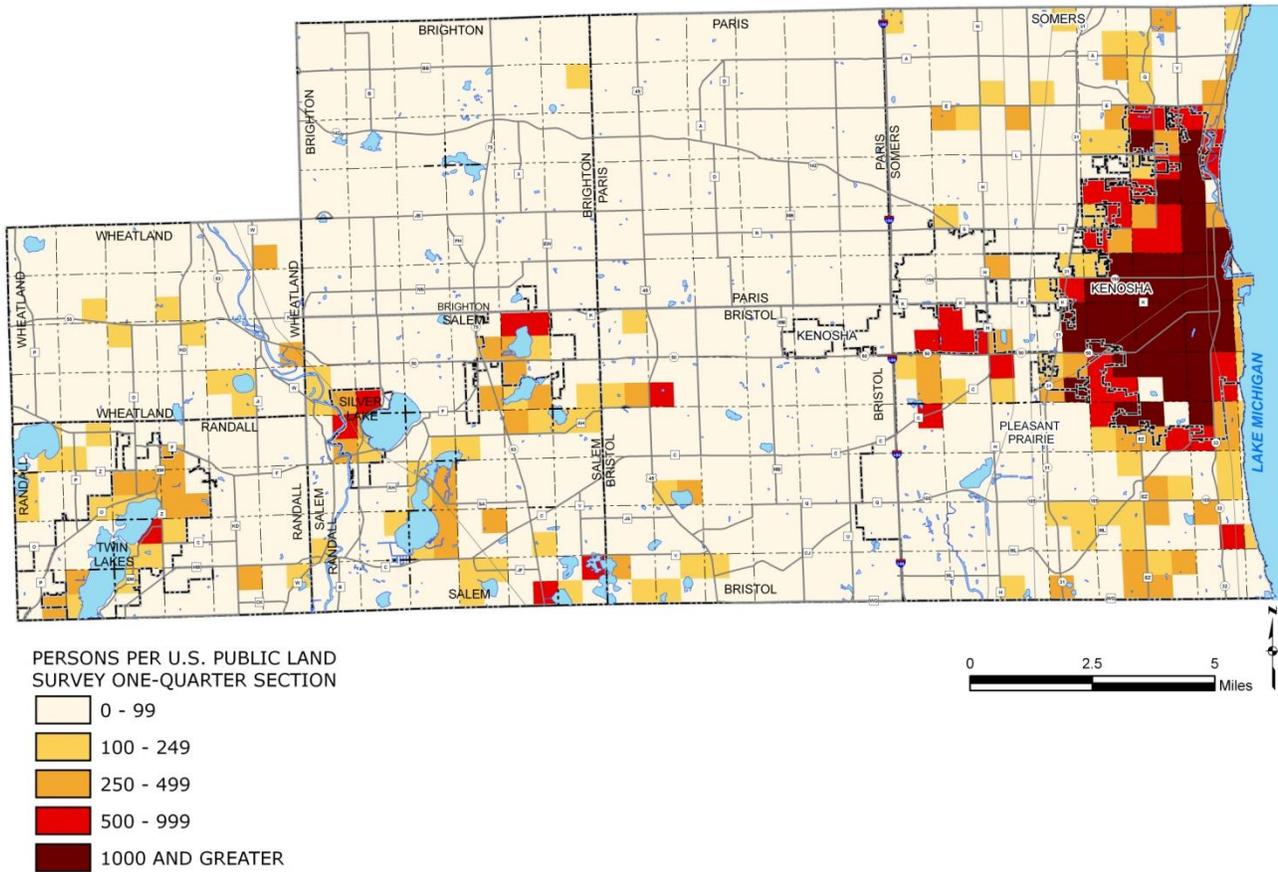


JOBS PER U.S. PUBLIC LAND
SURVEY ONE-QUARTER SECTION



Source: SEWRPC.

**MAP 7.2
POPULATION DISTRIBUTION: 2000**



Source: SEWRPC.

**TABLE 7.2
ESTIMATED LABOR FORCE POPULATION: MAY 2009**

	Total Labor Force Population	Employed Labor Force Population	Unemployed Labor Force Population	Unemployment Rate
Kenosha County	84,630	75,756	8,874	10.5
Wisconsin	3,086,768	2,818,108	268,660	8.7

Source: Wisconsin Department of Workforce Development and SEWRPC.

Location of Work and Place of Residence

Table 7.3 indicates the general place of work of employed Kenosha County residents 16 years of age and older in 2000. The Census identified 72,053¹ employed residents 16 years of age and older in Kenosha County who were working during the last week of March 1999. Over 56% of County residents, or 40,489 workers, worked in Kenosha County. County residents who worked in other counties most typically commuted to Lake County in Illinois (over 21%), Racine County (over 9%), Cook County in Illinois (about 4%), or Milwaukee County (about 3%). About 6% of employed Kenosha County residents worked in counties other than those referenced. Figure 7.1 illustrates commuting patterns from and into Kenosha County. According to Census data, 12,468 workers were commuting into Kenosha County for work. The highest percentage, representing 11% of the workforce in Kenosha County, commuted from Racine County.

As shown by Table 7.4, approximately 50% of Village workers were employed in Kenosha County in 2000 as opposed to 67% in 1980. Village workers were less likely to commute to Racine County than workers in Kenosha County as a whole (about 6.6% percent compared to 9%), which can be explained in part by the Village's location in the southern portion of Kenosha County. A higher percentage of Village workers commuted to Lake County, Illinois than workers in the County as a whole (about 32.4% compared to 21.3%), which can also be explained in part by the Village's location directly adjacent to Illinois.

Table 7.4 also provides a comparison of Pleasant Prairie employment places in 1980 to 2000. In 1980, over 66% of Pleasant Prairie residents worked in Kenosha County as opposed to just under 50% in 2000. In 1980, over 20% of the residents traveled to Illinois to work and 4.5% traveled to another County in Wisconsin.

¹The place of work Census data estimates the number of people 16 years of age and older who were both employed and at work during the reference week (generally the week prior to April 1, 2000). People who did not work during this week due to temporary absences and other reasons are not included in the place of work data. Therefore, the place of work data may understate the total employment in a geographic area and differs from the employment total shown in Table 7.3.



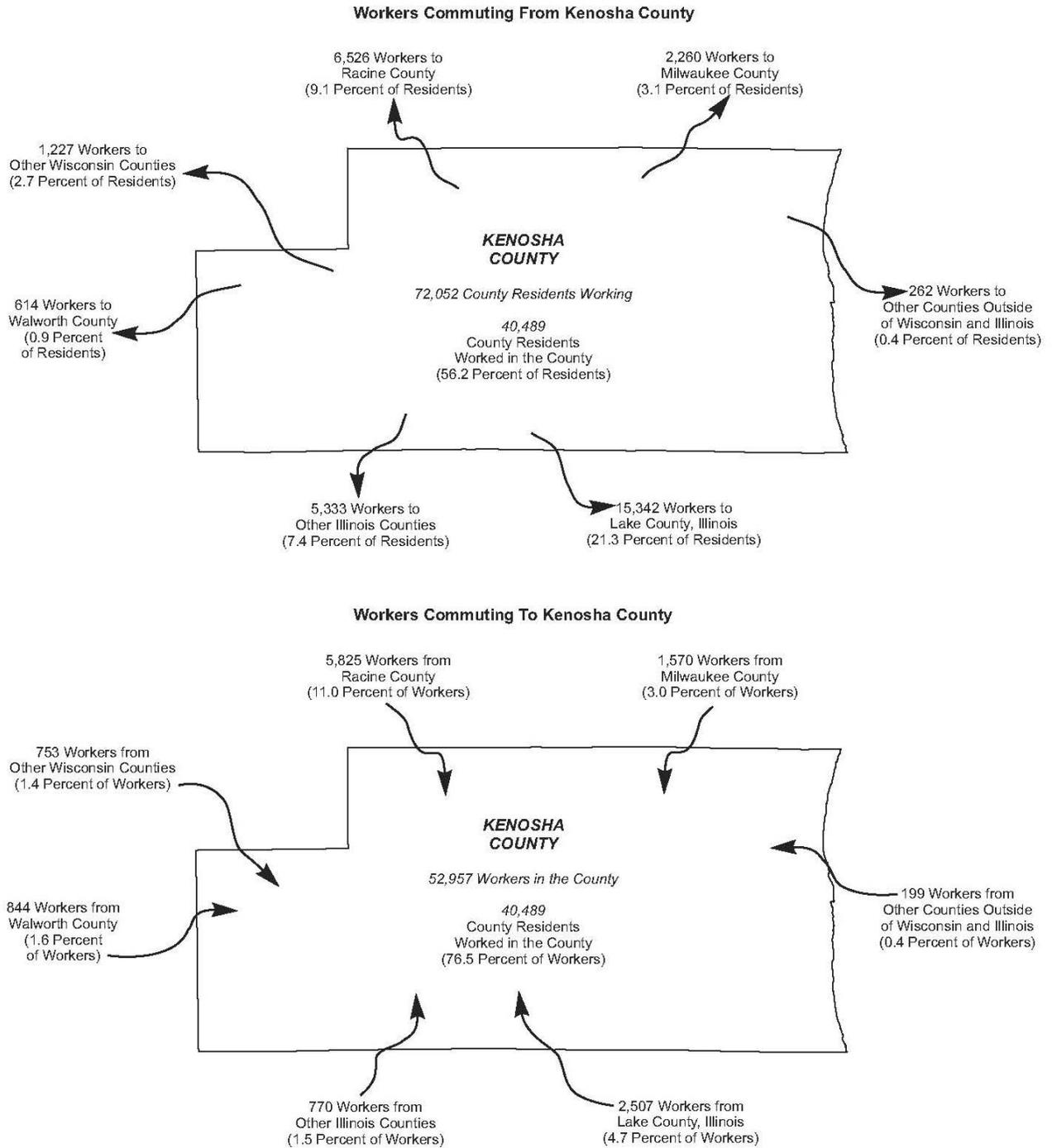
TABLE 7.3
PLACE OF WORK OF KENOSHA COUNTY RESIDENTS: 2000

Place of Work ^a	Number	Percent
City of Kenosha	27,436	38.1
Village of Pleasant Prairie	5,462	7.6
Village of Twin Lakes	766	1.1
Town of Bristol	1,748	2.4
Town of Salem	1,319	1.8
Town of Somers	1,634	2.3
Remainder of Kenosha County	2,124	2.9
Kenosha County	40,489	56.2
Milwaukee County	2,268	3.1
Racine County	6,542	9.1
Walworth County	614	0.9
Waukesha County	734	1.0
Cook County, IL	2,942	4.1
Lake County, IL	15,342	21.3
McHenry County, IL	1,660	2.3
Worked Elsewhere	1,462	2.0
Total	72,053	100.0

^a The place of work Census Data estimates the number of people 16 years of age and older who were both employed and at work during the reference week (generally the week prior to April 1, 2000). People who did not work during this week due to temporary absences and other reasons are not included in the place of work data. Therefore, the place of work data may understate the total employment in a geographic area.

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

**FIGURE 7.1
COMMUTING PATTERNS INTO AND FROM KENOSHA COUNTY**



Source: U.S. Census Bureau and SEWRPC.

**TABLE 7.4
COMPARISON OF THE PLACE OF WORK
OF PLEASANT PRAIRIE RESIDENTS: 1980 AND 2000**

Place of Work ^a	1980		2000	
	Number	Percent	Number	Percent
Kenosha County				
City of Kenosha	--	--	2,658	33.2
Village of Pleasant Prairie	--	--	960	12.0
Town of Bristol	--	--	162	2.0
Town of Somers	--	--	94	1.2
Remainder of Kenosha County	--	--	112	1.4
Subtotal	3,907	66.8	3,986	49.7
Other Wisconsin County				
Milwaukee County	62	1.0	177	2.2
Racine County	203	3.5	532	6.6
Walworth County	--	--	--	--
Waukesha County	--	--	74	0.9
Subtotal	265	4.5	783	18.5
Illinois				
Cook County, IL	--	--	332	4.1
DuPage County, IL	--	--	109	1.4
Lake County, IL	--	--	2,595	32.4
McHenry County, IL	--	--	96	1.2
Subtotal	1,181	20.2	3132	39.1
Worked Elsewhere	--	--	117	1.5
Not Reported	495	8.5	--	--
Total	5,848	100.0	8,018	100.0

^a The place of work Census Data estimates the number of people 16 years of age and older who were both employed and at work during the reference week (generally the week prior to April 1, 2000). People who did not work during this week due to temporary absences and other reasons are not included in the place of work data. Therefore, the place of work data may understate the total employment in a geographic area.

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

Type of Occupation and Education

The occupational and educational attainment make-up of the labor force provides useful insight into the nature of work the County and Village labor force is most suited to, the type of industry that the area may be most successful in retaining and attracting, and the types of new businesses and industries most desired by the County and the Village. The number of employed persons by occupation in the County and the Village is set forth in Table 7.5.

**TABLE 7.5
EMPLOYED PERSONS 16 YEARS AND OLDER BY OCCUPATION: 2000**

Occupation	Pleasant Prairie		Kenosha County	
	Number	% of Total	Number	% of Total
Management, Professional, and Related				
Farmers and Farm Managers	0 ^b	0 ^b	258	0.4
Other Management, Business, and Financial Operations	1,052	13.1	8,155	11.1
Professional and Related	1,655	20.6	12,647	17.3
Subtotal	2,707	33.6	21,060	28.8
Service Occupations				
Healthcare Support	98	1.2	1,397	1.9
Protective Service	160	2.0	1,500	2.0
Food Preparation and Serving Related	356	4.4	3,776	5.2
Building and Grounds Cleaning and Maintenance	158	2.0	2,008	2.7
Personal Care and Service	265	3.3	1,860	2.5
Subtotal	1,037	12.9	10,541	14.4
Sales and Office Occupations				
Sales and Related	908	11.3	8,204	11.2
Office and Administrative Support	1,205	15.0	11,593	15.8
Subtotal	2,113	26.2	19,797	27.0
Farming^a, Fishing, and Forestry Occupations				
	0 ^b	0.0 ^b	142	0.2
Construction, Extraction, and Maintenance				
Construction and Extraction	486	6.0	4,149	5.7
Installation, Maintenance, and Repair	348	4.3	2,960	4.0
Subtotal	834	10.4	7,109	9.7
Production, Transportation, and Material Moving				
Production	979	12.2	9,936	13.6
Transportation and Material Moving	380	4.7	4,651	6.4
Subtotal	1,359	16.9	14,587	19.9
Total	8,050	100.0	73,236	100.0

^a Includes farm labor contractors, agricultural inspectors, animal breeders, graders and sorters, agricultural equipment operators, and farm workers and laborers (including crop, nursery, greenhouse, and farm/ranch workers). Farmers who farm their own land and farm managers are included under the "management, professional, and related" occupations.

^b The Village of Pleasant Prairie believes that this figure is not accurate. In 2000, the Village had a least six (6) active farmers in the Village.

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



Residents employed in management, professional, and related occupations made up the largest percentage of the employed Kenosha County workforce at about 29%. Sales and office occupations and production, transportation, and material moving occupations rank second and third respectively, with about 27% and 20% of the employed resident workforce. The remaining County workforce was employed in service occupations (14%); construction, extraction, and maintenance occupations (10%); and farming, fishing, and forestry occupations (less than 0.5%).

Similar to the County as a whole, the largest percentage of Village residents, about 34%, were employed in management, professional, and related occupations. Employment in sales and office occupations ranked as the second highest category in both the Village and the County, which employed about 26% of Village residents. About 17% of Village residents were employed in production, transportation, and material moving occupations, which ranked third among both Village and County residents. Service occupations employed about 13% of Village residents.

A comparison of employed persons in Pleasant Prairie in 1980, 1990 and 2000 is provided in Table 7.6. Between 1980 and 2000 the total number of employed persons in Management, Professional, and Related Occupations increased the greatest from 19.8% to 33.6% and the total number of employed persons in Construction, Extraction, and Maintenance decreased from 16.6% to 10.1% in the Village.

**TABLE 7.6
COMPARISON OF EMPLOYED PERSONS 16 YEARS AND OLDER
BY OCCUPATION IN PLEASANT PRAIRIE: 1980 TO 2000**

Occupation	1980		1990		2000	
	Number	% of Total	Number	% of Total	Number	% of Total
Management, Professional, and Related Occupations	1,206	19.8	1,470	25.0	2,707	33.6
Service Occupations	743	12.2	696	11.8	1,037	12.9
Sales and Office Occupations	1,649	27.2	1,824	30.9	2,113	26.2
Farming^a, Fishing, and Forestry Occupations	95	1.6	82	1.4	0 ^b	0.0 ^b
Construction, Extraction, and Maintenance	1,008	16.6	858	14.6	834	10.4
Production, Transportation, and Material Moving Occupations	1,370	22.6	961	16.3	1,359	16.9
Total	6,071	100.0	5,891	100.0	8,050	100.0

^a Includes farm labor contractors, agricultural inspectors, animal breeders, graders and sorters, agricultural equipment operators, and farm workers and laborers (including crop, nursery, greenhouse, and farm/ranch workers). Farmers who farm their own land and farm managers are included under the "management, professional, and related" occupations.

^b The Village of Pleasant Prairie believes that this figure is not accurate. In 2000, the Village had a least six active farmers in the Village.

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



The level of educational attainment is one indicator of the type of occupations the County and the Village workforce is most suited to fill. This information is useful for formulating strategies to retain and expand existing businesses in the Village and attract new businesses to the Village over the planning period. Table 7.7 shows the educational attainment of residents at least 25 years of age for the Village and Kenosha County in 2000.

In 2000, about 84% of County residents and 87% of Village residents at least 25 years of age had attained a high school or higher level of education. Just over 50% of the population 25 years of age and older in Kenosha County and 59% in the Village had attended some college or earned either an associate, bachelor, or graduate degree. This level of education suggests that Kenosha County's and Pleasant Prairie's workforce is well suited for skilled employment such as high tech production and professional occupations.

TABLE 7.7
EDUCATIONAL ATTAINMENT OF PERSONS 25 AND OLDER: 2000

Educational Attainment	Pleasant Prairie		Kenosha County	
	Persons	% of Total	Persons	% of Total
Less Than 9 th Grade	350	3.4	4,370	4.6
9 th to 12 th Grade-No Diploma	985	9.5	11,275	11.9
High School Graduate	2,883	27.8	31,711	33.4
Some College or Associates Degree	3,343	32.2	29,436	31.0
Bachelor or Graduate Degree	2,828	27.2	18,246	19.2
Total Persons Age 25 and Older	10,389	100.0	95,038	100.0

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

Age Composition of Labor Force

The changing age composition of the County's labor force may also affect retention and attraction of business and industry to the County and the types of business and industry most desired by the County. Table 7.8 compares the age composition by general age group category in Kenosha County in 2000 to the age composition projected in future years by the regional land use plan.

The projected population of Kenosha County under the adopted regional land use plan for 2035 is about 210,080 persons, an estimated increase of 40% from the year 2000 level (149,577 persons). The projection indicates a significant increase in the number of persons age 65 and older, from 17,169 in 2000 to an estimated 34,147 in 2035 (a 99% increase). In addition, the second oldest age group, those between 45 and 64 years old, is expected to increase by 57%, or from 31,025 persons in 2000 to 48,760 in 2035. Conversely, the two youngest age groups, those between 20 and 44 years of age and those under 20 years old, are expected to increase by only 13,275 persons (24%) and 12,513 persons (28%), respectively. This pattern indicates an overall aging of the population.

Figure 7-2 illustrates the recent age composition for 2000 and the projected age composition for 2035² as a percentage of the total population. The population less than 20 years old and between the ages of 20 and 44 as a percentage of the overall total County population is expected to decline by 3% and 5%, respectively. Conversely, the percentage of the population ages 45 to 64 in relation to the total County population is anticipated to increase by 2%, and the percentage of the population 65 and older is anticipated to increase by 5%. The result will be a smaller working age percentage of the population, and an aging population that may demand an increase in certain products and services, such as those provided by the health care industry.

Assuming the year 2035 population projection and age composition projections in Table 7.8 are accurate, about 162,300 County residents will be of working age (age 16 or older³). If current labor force participation trends hold constant and the same methodology for calculation is used as above, about 109,522 County residents could be participating in the labor force in 2035. However, this method does not account for retired persons. The large percentage change in persons age 65 and older (from 11% to 16% of the total population) will likely mean a larger percentage of retired residents in 2035, who will not be participating in the labor force. Additionally, if commuting patterns remain constant, about 44% of employed County residents would travel outside the County for work.

**TABLE 7.8
ACTUAL AND PROJECTED POPULATION
IN KENOSHA COUNTY BY AGE GROUP: 2000-2035**

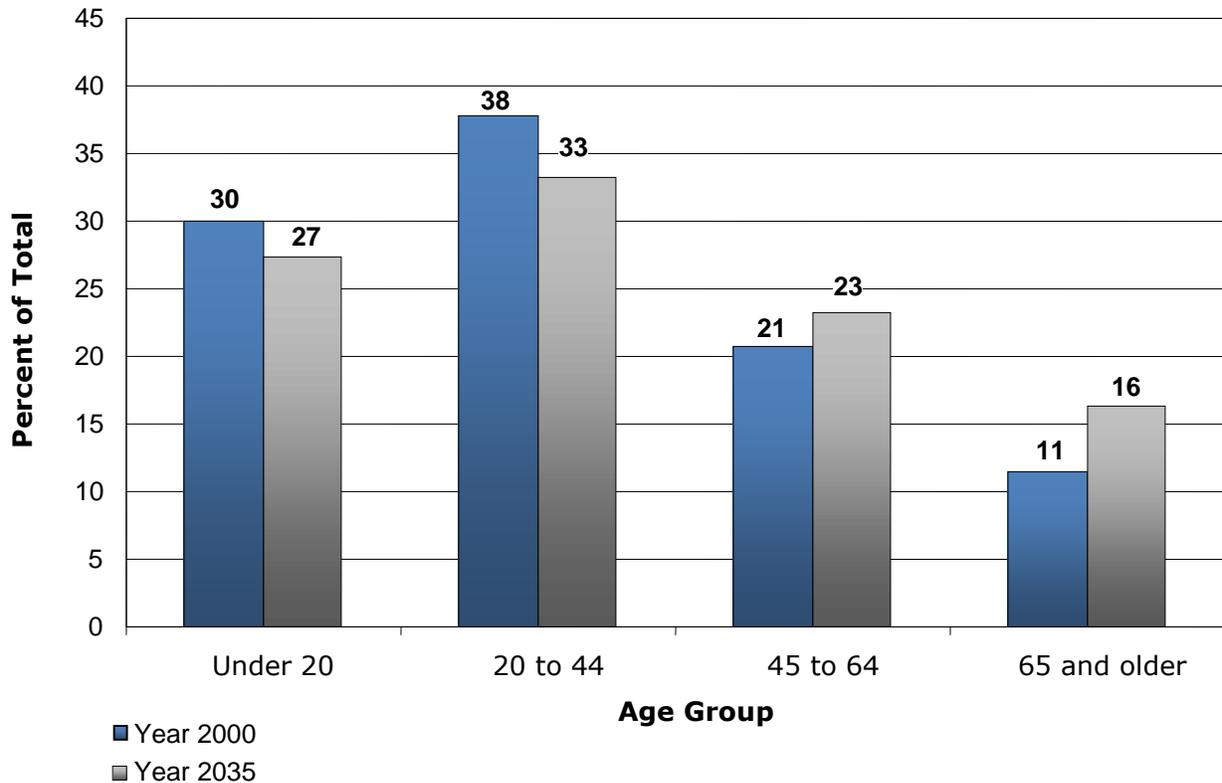
Age Group	Actual Population		Projected Population			Change 2000-2035	
	2000	2010	2020	2030	2035	Number	Percent
Under 20 Years	44,939	46,984	51,072	55,600	57,452	12,513	27.8
20 to 44 Years	56,444	57,754	62,859	68,308	69,719	13,275	23.5
45 to 64 Years	31,025	43,388	47,191	46,003	48,760	17,735	57.2
65 Years and Older	17,169	17,986	23,209	31,996	34,147	16,978	98.9
Total Population	149,577	166,112	184,331	201,907	210,078	60,501	40.4

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

² SEWRPC Technical Report No. 11 (4th Edition), *The Population of Southeastern Wisconsin, July 2004*, and SEWRPC Planning Report No. 48, *A Regional Land Use Plan for Southeastern Wisconsin: 2035*, June 2006.

³ This definition is based on methodology used by the U.S. Bureau of the Census for compiling labor force data.

**FIGURE 7-2
ACTUAL AND PROJECTED AGE COMPOSITION FOR KENOSHA COUNTY: 2000 AND 2035**



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

EMPLOYMENT

Employment or “place of work” data are the number and type of jobs available in the County. This information provides an important indicator of the level of economic activity for economic development and land use planning purposes. Employment data and labor force data form the baseline information in determining how many and what type of jobs will need to be added in the County to serve the projected 2035 County population.

Number of Jobs

Employment distribution in Kenosha County in 2000 as shown on Map 7.1. Although generally concentrated in sewer service areas, concentrations of jobs are slightly more dispersed than concentrations of population. The areas with the most jobs, as shown on Map 7.1, include the Village of Pleasant Prairie and the City of Kenosha. These areas also have the largest populations and number of residents in the labor force.

Table 7.9 shows historic employment growth in the County between 1950 and 2000. In 1950, there were about 29,100 jobs located in the County, which represented about 5.1% of the total jobs in the Region. Between 1950 and 2000, the number of jobs located in the County had

grown by 136%. During the same time period, the number of jobs in the Region had grown by 113%. The decade with the largest percentage change in the County, about 45% or 13,100 new jobs, was between 1950 and 1960. The decade with the greatest number of new jobs added in the County, 16,500 new jobs, about a 32% change, was the decade between 1990 and 2000. In 2000, there were about 68,700 jobs located in the County in 2000, shown which represented about 7.7% of the total jobs in the Region.

**TABLE 7.9
EMPLOYMENT GROWTH IN KENOSHA COUNTY: 1950 - 2000**

Year	Number of Jobs	Change From Preceding Year		Percent of Total Region
		Number	Percent	
1950	29,100	--	--	5.1
1960	42,200	13,100	45.0	6.3
1970	42,100	-100	-0.2	5.4
1980	54,100	12,000	28.5	5.7
1990	52,200	-1,900	-3.5	4.9
2000	68,700	16,500	31.6	5.6

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

Table 7.10 shows historical employment growth in the Village between 1970 and 2000. In 1970, there were about 1,715 jobs located in the Village, which represents about 4% of the total jobs in the County. Between 1970 and 2000, the number of jobs located in the Village had grown to nearly 11,000 jobs. The areas of greatest employment in the Village in 2000 were located within the Lake View Corporate Park and along STH 50.

**TABLE 7.10
EMPLOYMENT GROWTH IN PLEASANT PRAIRIE**

Year	Number of Jobs
1970	1,715
1980	3,737
1990	4,411
2000	10,996

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

Employment by Industry

Information regarding employment levels by industry provides valuable insight into the structure of the economy of an area and changes in that structure over time. This section presents historical employment levels (1970 to 2000) for general industry groups pursuant to the Standard Industrial Classification (SIC) Code Structure, with the exception of government employment for Kenosha County and the Region. See Appendix 7-2 for major SIC categories.

Historical government employment includes all employees who work for government agencies and enterprises, regardless of the SIC code of such entities.

More current information regarding employment levels by general industry for Kenosha County and the Village is provided by general industry groups pursuant to the North American Industry Classification System (NAICS). The NAICS is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.

NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system. It was developed jointly by the U.S. Economic Classification Police Committee (ECPC), Statistics Canada and Mexico's Instituto Nacional de Estadística, Geografía e Informática to allow for a high level of comparability in business statistics among the North American countries. See Appendix 7-3 for major NAICS categories and for NAICS categories not included in the Economic Census data⁴.

Job levels based on SIC Codes

Historical job levels by general SIC Code Structure by industry group are shown for Kenosha County and the Region in Table 7.11. The 1990s saw the continuation of a shift in the regional economy from manufacturing to service jobs. Manufacturing employment in the Region was virtually unchanged during the 1990s, following a 15% decrease during the 1980s, and a modest 4% increase during the 1970s. Conversely, service-related employment increased continually during each of the past three (3) decades by 41% during the 1990s, 31% during the 1980s, and 47% during 1970s. Due to these differential growth rates, the proportion of manufacturing jobs relative to total jobs in the Region decreased from 32% in 1970 to 18% in 2000, while service-related employment increased from 18% in 1970 to 33% in 2000.

In comparison to the manufacturing and service industry groups, other major industry groups—such as wholesale trade, retail trade, government, and finance, insurance, and real estate—have been relatively stable in terms of their share of total employment in the Region over the last three decades. Agricultural jobs decreased by over 50% between 1970 and 2000, the only industry group other than manufacturing to lose employees.

The percentage of jobs by general industry group in Kenosha County and the Region from 1970 to 2000 is also shown in Table 7.11 above. Similar to trends throughout the Region and the rest of Wisconsin, Kenosha County experienced a decrease in manufacturing jobs. Between 1970 and 2000, the number of manufacturing jobs in Kenosha County decreased from 16,521 to 12,801 jobs, or almost 23%. Accordingly, the proportion of manufacturing jobs relative to total jobs in the County decreased from over 39% in 1970 to fewer than 19% in 2000. All other job categories experienced employment growth between 1970 and 2000, with the exception of agricultural jobs, which decreased by over 57% between 1970 and 2000.

Job levels based on NAICS Codes

The number of establishments and number of jobs by NAICS general industry groups in Kenosha County in 1997 and 2002 are shown in Table 7.12. Accommodations & Food Service and Retail Trade provided for over 41% of the types of establishments. In 1997, manufacturing and Retail Trade made up 9% and 25%, respectively of establishments in the County provided the greatest number of jobs in the County.

⁴ The economic census data used to prepare Tables 7.12 and 7.13 does not generally include government-owned establishments, even when their primary activity would be classified in industries covered by the economic census. Because of these exclusions, economic census data for industries in many sectors might appear to be incomplete. For more details on specific exemptions see Appendix 7-3.



**TABLE 7.11
EMPLOYMENT BY GENERAL SIC INDUSTRY GROUP: 1970-2000**

General Industry Group	SIC Group Code	Kenosha County Employment								Percent Change in Number of Jobs			
		1970		1980		1990		2000		1970-1980	1980-1990	1990-2000	1970-2000
		Jobs	% of Total	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total				
Agriculture	01-02	1,369	3.3	1,253	2.3	742	1.4	583	0.8	-8.5	-40.8	-21.4	-57.4
Construction	15-17	1,568	3.7	3,103	5.7	2,841	5.4	4,048	5.9	97.9	-8.4	42.5	158.2
Manufacturing	20-39	16,521	39.2	18,241	33.7	10,382	19.9	12,801	18.6	10.4	-43.1	23.3	-22.5
Transportation, Communication, and Utilities	40-42; 44-49	1,352	3.2	1,720	3.2	1,809	3.5	2,651	3.9	27.2	5.2	46.5	96.1
Wholesale Trade	50-51	715	1.7	981	1.8	1,496	2.9	3,267	4.8	37.2	52.5	118.4	356.9
Retail Trade	52-59	7,408	17.6	9,085	16.8	11,776	22.5	13,349	19.4	22.6	29.6	13.4	80.2
Finance, Insurance, and Real Estate	60-67	1,344	3.2	2,299	4.2	2,846	5.4	3,726	5.4	71.1	23.8	30.9	177.2
Service	70-89	6,896	16.4	10,120	18.7	13,269	25.4	18,706	27.2	46.8	31.1	41.0	171.3
Government^a	N/A	4,828	11.5	6,909	12.8	6,589	12.6	8,534	12.4	43.1	-4.6	29.5	76.8
Other^b	07-09; 10-14; 99	109	0.3	413	0.8	480	0.9	989	1.4	278.9	16.2	106.0	807.3
Total	--	42,110	100.0	54,124	100.0	52,230	100.0	68,654	100.0	28.5	-3.5	31.4	63.0

General Industry Group	SIC Group Code	Southeastern Wisconsin Region Employment								Percent Change in Number of Jobs			
		1970		1980		1990		2000		1970-1980	1980-1990	1990-2000	1970-2000
		Jobs	% of Total	Jobs	% of Total	Jobs	% of Total	Jobs	% of Total				
Agriculture	01-02	12,000	1.5	10,000	1.0	7,200	0.7	5,900	0.5	-16.7	-28.0	-18.1	-50.8
Construction	15-17	32,400	4.1	33,900	3.6	45,100	4.2	53,800	4.4	4.6	33.0	19.3	66.0
Manufacturing	20-39	254,400	32.4	264,200	27.9	223,500	21.0	224,400	18.3	3.9	-15.4	0.4	-11.8
Transportation, Communication, and Utilities	40-42; 44-49	38,500	4.9	42,200	4.4	46,300	4.4	54,800	4.5	9.6	9.7	18.4	42.3
Wholesale Trade	50-51	37,200	4.7	46,200	4.9	55,300	5.2	64,400	5.3	24.2	19.7	16.5	73.1
Retail Trade	52-59	133,900	17.1	153,900	16.2	185,400	17.4	193,700	15.8	14.9	20.5	4.5	44.7
Finance, Insurance, and Real Estate	60-67	47,600	6.1	75,600	8.0	81,800	7.7	93,700	7.7	58.8	8.2	14.5	96.8
Services	70-89	141,800	18.1	216,700	22.8	304,700	28.7	406,000	33.2	52.8	40.6	33.2	186.3
Government^a	N/A	84,400	10.8	101,100	10.7	106,200	10.0	114,400	9.3	19.8	5.0	7.7	35.5
Other^b	07-09; 10-14; 99	2,700	0.3	4,400	0.5	7,100	0.7	11,700	1.0	63.0	61.4	64.8	333.3
Total	--	784,900	100.0	948,200	100.0	1,062,600	100.0	1,222,800	100.0	20.8	12.1	15.1	55.8

^aIncludes all nonmilitary government agencies and enterprises.

^bIncludes agricultural services, forestry, commercial fishing, mining, and unclassified jobs.

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



**TABLE 7.12
EMPLOYMENT BY GENERAL NAICS INDUSTRY GROUPS^b: 1997-2002**

General Industry Group	NAICS Codes	Kenosha County						% Change Establishments 1997 to 2002
		1997		2002		% of Total	Number of Jobs	
		Number of Establishments	% of Total	Number of Establishments	% of Total			
Manufacturing	31-33	204	9	9,526	205	9	9,685	0
Wholesale trade	42	135	6	2,515	132	6	1,000 to 2,499	-2
Retail trade	44-45	546	25	6,442	544	23	6,993	0
Information	51	0	0	0	27	1	484	0
Real estate, rental & leasing	53	112	5	412	122	5	510	8
Professional, scientific, & technical services	54	176	8	687	213	9	1,000 to 2,499	17
Administrative, support, waste management & remediation service	56	108	5	4,186	123	5	2,172	12
Educational services	61	6	0	21	12	1	20-99	50
Health care & social assistance	62	263	12	2,517	346	15	6,860	24
Arts, entertainment, & recreation	71	47	2	1,073	59	3	1,000 to 2,499	20
Accommodation & food services	72	340	16	4,546	323	14	4,797	-5
Other services (except public administration)	81	222	10	1,262	241	10	1,543	8
TOTAL^b		2,159	100.0		2,347	100.0		

^aThe North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system.

^bExclusion of Government-Owned Establishments: The economic census does not generally include government-owned establishments, even when their primary activity would be classified in industries covered by the economic census. Because of these exclusions, economic census data for industries in many sectors might appear to be incomplete. For more details on specific exemptions see Appendix 7-3.

Source: U.S. Bureau of the Census, 1997 and 2002 Economic Census

In 2002, the number of Retail Trade Establishments accounted for 23% of the establishments in the County and Health Care & Social Assistance and Accommodations & Food Service accounted for 15% and 14%, respectively, of the total number of establishments in the County. These same four (4) groups, Manufacturing, Retail Trade, Health Care & Social Assistance and Accommodations & Food Service, provided the most number of jobs in Kenosha County in 2002.

The number of establishments and number of jobs by NAICS general industry groups in the Village in 1997 and 2002 are shown in Table 7.13. Accommodations & Food Service and Retail Trade provided for over 60% of the types of establishments. Manufacturing and Wholesale Trade made up 8% and 7%, respectively of establishments in the Village but provided the greatest number of jobs in the Village in 1997.

In 2002, the number of Retail Trade Establishments accounted for 27% of the establishments in the Village. Manufacturing, Health Care & Social Assistance and Accommodations & Food

Service each accounted for 11% of the total number of establishments in the Village in 2002. These same four (4) groups, Manufacturing, Retail Trade, Health Care & Social Assistance and Accommodations & Food Service, provided the greatest number of jobs in the Village in 2002. The greatest percent change in establishments in the Village from 1997 to 2002 was in the Health Care & Social Assistance industry group which increased by 155%.

Additional information is provided for the County in 2005 (this same data is not available for the Village). There were about 76,470 jobs located in the County in 2005, which is an increase of about 7,820 jobs, or 11%, from the 2000 level. Table 7.14 sets forth the number of jobs by industry group in the County as of 2005. The industry groups in Table 7.14 differ from those in Table 7.11 because the data in Table 7.11 is based on the SIC system, and the data in Table 7.10 is based on the NAICS. The SIC system was used for Table 7.11 because historical employment data is only available in that form.

TABLE 7.13
EMPLOYMENT BY GENERAL NAICS INDUSTRY GROUPS^b: 1997-2002

General Industry Group	NAICS Codes ^a	Pleasant Prairie						% Change of Establishments 1997 to 2002
		1997		2002				
		Number of Establishments	% of Total	Number of Jobs	Number of Establishments	% of Total	Number of Jobs	
Manufacturing	31-33	19	8	2,165	28	11	3,103	47
Wholesale trade	42	17	7	1,000 to 2,499	18	7	500-999	6
Retail trade	44-45	75	31	520	70	27	946	-7
Information	51	0	0	0	4	2	20-99	100
Real estate, rental & leasing	53	10	4	26	18	7	74	80
Professional, scientific, & technical services	54	14	6	39	21	8	124	50
Administrative, support, waste management & remediation service	56	8	3	279	15	6	481	88
Educational services	61	0	0	0	3	1	20-99	100
Health care & social assistance	62	11	5	74	28	11	1,298	155
Arts, entertainment, & recreation	71	7	3	16	6	2	20-99	-14
Accommodation & food services	72	72	30	24	27	11	461	-63
Other services (except public administration)	81	10	4	79	18	7	117	80
TOTAL^b		243	100.0		256	100.0		47

^aThe North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS was developed under the auspices of the Office of Management and Budget (OMB), and adopted in 1997 to replace the Standard Industrial Classification (SIC) system.

^bExclusion of Government-Owned Establishments: The economic census does not generally include government-owned establishments, even when their primary activity would be classified in industries covered by the economic census. Because of these exclusions, economic census data for industries in many sectors might appear to be incomplete. For more details on specific exemptions see Appendix 7-3.

Source: U.S. Bureau of the Census, 1997 and 2002 Economic Census



**TABLE 7.14
PRIVATE AND GOVERNMENT EMPLOYMENT BY INDUSTRY
IN KENOSHA COUNTY: 2005**

NAICS Industry Group ^a	NAICS Code	Former SIC Industry Group ^a	SIC Code	Number of Jobs	% of Total
Private Employment					
Forestry, fishing, related activities, and other	11	Agricultural, forestry, and fishing	A	.. ^b	.. ^b
Mining	21	Mining	B	.. ^b	.. ^b
Utilities	22	Transportation, communication, electric, gas, and sanitary services	E	.. ^b	.. ^b
Construction	23	Construction	C	4,616	5.0
Manufacturing	31-33	Manufacturing	D	10,887	14.2
Wholesale trade	42	Wholesale trade	F	2,602	3.4
Retail trade	44-45	Retail trade	G	8,716	11.4
Transportation and warehousing	48-49	Transportation, communication, electric, gas, and sanitary services	E	.. ^b	.. ^b
Information	51	Services	I	681	0.9
Finance and insurance	52	Finance, insurance, and real estate	H	1,815	2.4
Real estate and rental and leasing	53	Finance, insurance, and real estate	H	2,749	3.6
Professional and technical services	54	Services	I	2,716	3.5
Management of companies and enterprises	55	Services	I	730	1.0
Administrative and waste services	56	Services	I	5,158	6.7
Educational services ^c	61	Services	I	1,382	1.8
Health care and social assistance	62	Services	I	8,474	11.1
Arts, entertainment, and recreation	72	Services	I	1,876	2.5
Accommodation and food services	72	Services; Retail trade	I; G	5,942	7.8
Other services, except public administration	81	Services	I	4,759	6.2
Farm employment	11	Agricultural, forestry, and fishing	A	577	0.8
Subtotal^d				66,426	83.3
Government and Government Enterprises					
Federal, civilian	92	Public administration; Transportation, communication, electric, gas, and sanitary services	J; E	287	0.4
Military	92	Public administration	J	512	0.7
State government ^c	92	Public administration	J	1,558	2.0
Local government ^c	92	Public administration	J	7,687	10.0
Subtotal				10,044	13.1
Total				76,470	100.0

^aNAICS Industry Groups are detailed in Appendix 7-3 and SIC Industry Groups are detailed in Appendix 7-2.

^bDetailed data is not available at the County level; however, these industry groups total 2,746 jobs and 3.6% of the total jobs located in the County.

^cThe educational service category includes those employed by private schools and colleges. Public school employees are included in the state and local government category.

^dSubtotal 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.



Major Employment Types

The manufacturing industry led the County in number of jobs in 2005, despite the drop in the number of manufacturing jobs from 12,801 in 2000 to 10,887 in 2005. The next five (5) largest private employment categories in 2005 were:

- 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
- Other services, except public administration: 4,759 jobs

The largest government employer in the County was local government which consisted of 7,687 jobs, or about 10% of total jobs. All government jobs comprised about 13% of total jobs in Kenosha County.



Kenosha County Courthouse



Pleasant Prairie Village Hall

Location Quotient Analysis

A location quotient is a ratio that compares the concentration of a resource or activity, such as employment, in a defined area to that of a larger area or base. For example, location quotients can be used to compare county employment by industry type to that of other geographic areas. Kenosha County employment is compared to the Region, State, and Nation in Table 7.15.

A location quotient of 1.00 in Table 7.15 indicates that the County has an equal concentration of jobs in that industry type to the comparison area. If the location quotient is less than one (1), the County has a lower concentration of jobs by that industry type than the comparison area. If the location quotient is greater than one (1), the County has a higher concentration of jobs by that industry type than the comparison area. Compared to the Region, State, and Nation, Kenosha County has a relatively high concentration of arts, entertainment, recreation, accommodation, food service, and local government jobs. The County also has a higher concentration of manufacturing jobs compared to the Nation; the concentration is relatively similar in comparison to the Region and the State. In contrast, the County has a low concentration of information technology, finance and insurance, and civilian federal jobs compared to the Region, State, and Nation.

**TABLE 7.15
KENOSHA COUNTY EMPLOYMENT LOCATION QUOTIENT: 2005**

(NAICS) Industry Group	Comparison with Region	Comparison with State	Comparison with Nation
Private Employment			
Forestry, fishing, related activities, and other	.. ^a	.. ^a	.. ^a
Mining	.. ^a	.. ^a	.. ^a
Utilities	.. ^a	.. ^a	.. ^a
Construction	1.30	1.10	0.97
Manufacturing	0.98	0.96	1.67
Wholesale trade	0.76	0.92	0.93
Retail trade	1.09	1.00	1.05
Transportation and warehousing	.. ^a	.. ^a	.. ^a
Information	0.48	0.55	0.43
Finance and insurance	0.46	0.50	0.51
Real estate and rental and leasing	1.22	1.31	0.90
Professional and technical services	0.65	0.81	0.54
Management of companies and enterprises	0.56	0.79	0.90
Administrative and waste services	1.09	1.45	1.10
Educational services ^b	0.66	1.06	0.89
Health care and social assistance	0.92	1.05	1.12
Arts, entertainment, and recreation	1.25	1.37	1.22
Accommodation and food services	1.18	1.13	1.15
Other services, except public administration	1.21	1.22	1.11
Farm employment	1.55	0.26	0.45
Government and Government Enterprises			
Federal, civilian	0.39	0.45	0.23
Military	1.27	1.34	0.58
State government ^b	1.58	0.71	0.69
Local government ^b	1.49	1.28	1.26

^aDetailed data is not available.

^bThe educational service category includes those employed by private schools and colleges. Public school employees are included in the state and local government category.

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

Major Employers

Major employment locations in the Village in 2006 (those with 100 or more employees) are shown on Map 7.3 and listed in Table 7.16. There was one (1) employer with over 500 employees, 10 employers with between 250 and 499 employees and six (6) employers with between 100 and 249 employees. For most of the values, ranges are given rather than a specific number of employees for confidentiality reasons; however, employee counts from a survey conducted in 2006 by the Kenosha Area Business Alliance (KABA) were provided where possible. Appendix 7-4 shows all major employers in Kenosha County in 2006.

TABLE 7.16
LOCATION OF MAJOR EMPLOYERS^a IN PLEASANT PRAIRIE: 2006

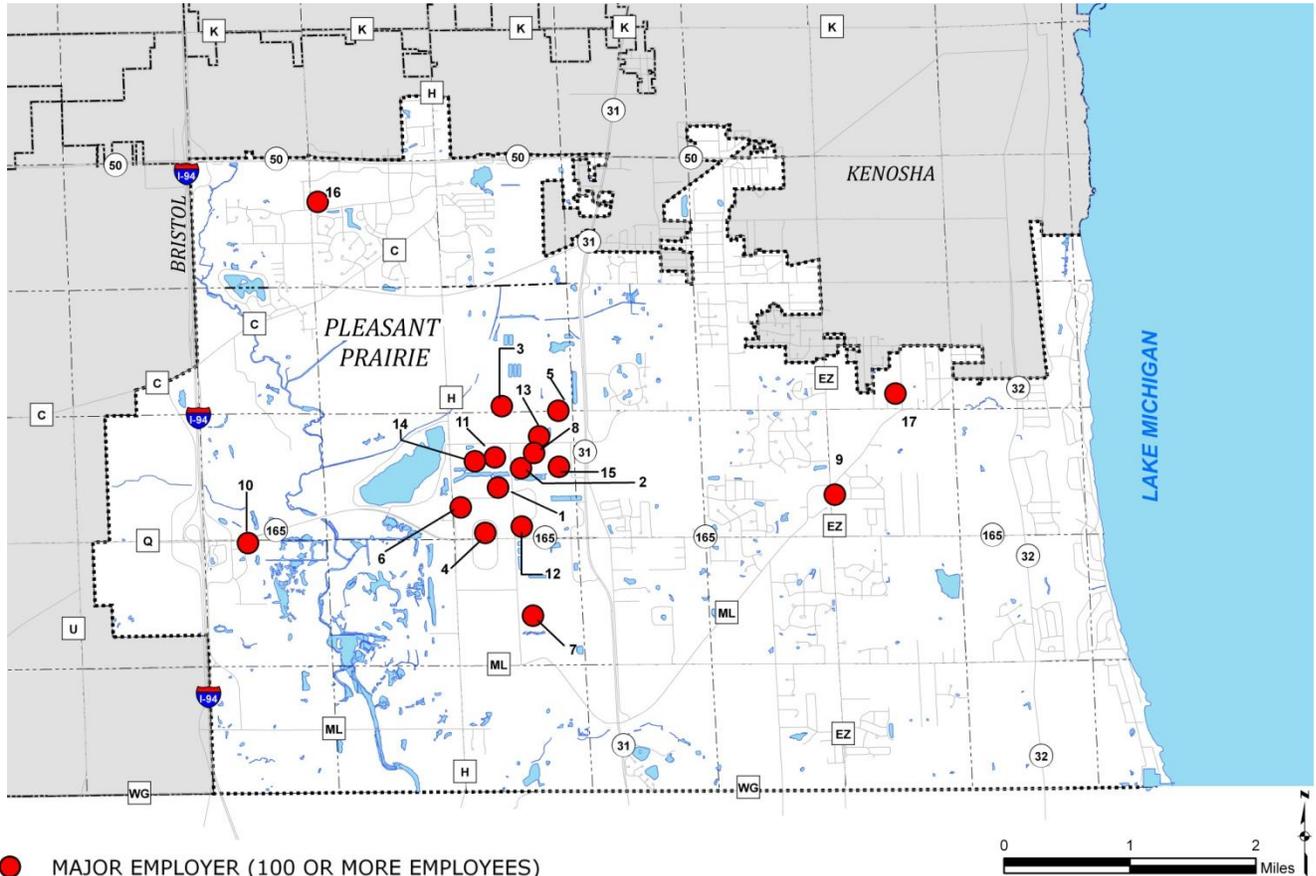
Number on Map 7.3	Name	NAICS Code	NAICS Industry Title	Number of Employees
1	Albany Chicago (Orion Corp)	331521	Aluminum Die-Casting Foundries	520
2	Unified Solutions, Inc.	561910	Packaging and Labeling Services	465
3	We Energies	221112	Fossil Fuel Electric Power Generation	462
4	Hospira, Inc.	424210	Drugs and Druggists' Sundries Merchant Wholesalers	450
5	Supervalu	424410	General Line Grocery Merchant Wholesalers	405
6	Sanmina	334412	Bare Printed Circuit Board Manufacturing	350
7	Iris USA	326199	All Other Plastics Product Manufacturing	350
8	Honeywell International	335929	Other Communication and Energy Wire Manufacturing	285
9	Village of Pleasant Prairie	921140	Executive and Legislative Offices, Combined	284
10	The Cherry Corporation	334419	Other Electronic Component Manufacturing	263
11	Rust-oleum	325510	Paint and Coating Manufacturing	250
12	GBC		Office products	209
13	Fair Oaks Farms	311612	Meat Processed from Carcasses	180
14	Hexion Specialty Chemicals	325998	All Other Miscellaneous Chemical Product and Preparation Manufacturing	164
15	Exel Logistics, Inc	493110	General Warehousing and Storage	100 – 249
16	Pleasant Prairie Operating Company	623110	Nursing Care Facilities	100 – 249
17	St. Josephs Home	623110	Nursing Care Facilities	100 – 249

^aMajor employers are those with 100 or more employees. A range of employees are listed for those employers who were unwilling to report a specific number.

Source: Kenosha Area Business Alliance (KABA), U.S. Bureau of Economic Analysis, and SEWRPC.



**MAP 7.3
LOCATION OF MAJOR EMPLOYERS IN PLEASANT PRAIRIE: 2006**



Source: Kenosha Area Business Alliance (KABA0, U.S. Bureau of Economic Analysis and SEWRPC.

Annual Wages

Table 7.17 sets forth the “average annual wage” by industry group in the County, Region, and State in 2005. The average annual wage paid to workers employed in Kenosha County was \$33,770 in 2005. This was about 5% below the State average of \$35,547. Jobs in manufacturing provided the highest average annual wage in the County at \$49,475, with jobs in construction second at \$46,627. Jobs in public administration provided the third highest average annual wage at \$37,291. Jobs in leisure and hospitality provided the lowest annual wage at \$10,323. Table 7.17 shows that annual wages by industry were generally lower in Kenosha County than the rest of the Southeastern Wisconsin Region and the State.

**TABLE 7.17
AVERAGE ANNUAL WAGE BY INDUSTRY GROUP: 2005**

Industry Group (NAICS)	Kenosha County	Region	State	% of Region ^a	% of State ^a
Natural Resources	\$23,696	\$32,089	\$27,765	73.8	85.3
Construction	\$46,627	\$46,434	\$42,891	100.4	108.7
Manufacturing	\$49,475	\$50,372	\$44,430	98.2	111.4
Trade, Transportation, Utilities	\$31,048	\$33,347	\$31,088	93.1	99.9
Information	- - ^b	- - ^b	\$43,439	- - ^b	- - ^b
Financial Activities	\$32,788	\$54,454	\$46,267	60.2	70.9
Professional and Business Services	\$34,142	\$43,646	\$40,462	78.2	84.4
Education and Health Services ^c	\$34,033	\$38,881	\$37,228	87.5	91.4
Leisure and Hospitality	\$10,323	\$14,044	\$12,468	73.5	82.8
Other Services	\$18,344	\$22,065	\$20,604	83.1	89.0
Public Administration ^c	\$37,291	\$42,446	\$37,244	87.9	100.1
All Industries	\$33,770	- - ^b	\$35,547	- - ^b	95.0

^aCompares the Kenosha County average annual wage as a percentage of the Regional or State average annual wage.

^bData not available.

^cEducational 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.

Household Income

Income is another primary indicator of the overall economic well being of an area. Annual household income in 1999 within the County and Village is shown in Table 7.18 and discussed in greater detail in Chapter 3 of this Plan. The median household income of the Village in 1999 was \$62,856, which was \$15,886 more than the median household income in the County, \$16,548 more than the median household income in the Region (\$46,308), \$19,065 more than the median household income in the State (\$43,791), and \$20,862 more than the household income in the Nation (\$41,994).

TABLE 7.18
ANNUAL MEDIAN HOUSEHOLD INCOME: 1999

Area	Median Household Income
Pleasant Prairie	\$62,856
Kenosha County	\$46,970
Region	\$46,308
State	\$43,791
Nation	\$41,994

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

Table 7.19 sets forth historic median household income levels in the Village, County, Region, State and Nation from 1979 to 1999 in dollars reported and constant 1999 dollars. Reported household income in the Village increased from \$25,251 in 1979 to \$62,856 in 1999 which is an increase of about 149%. When expressed in constant 1999 dollars, household income increased from \$58,384 to \$62,856, which is an increase of 7.7%. Adjusted median household income also increased in the County by 1.1%, the State by 7.1% and the Nation by 7.8%, but decreased in the Region by 0.3% between 1979 and 1999.

TABLE 7.19
MEDIAN HOUSEHOLD INCOME: 1979 TO 1999

	1979	1989	1999	% Change 1979 - 1999
Village of Pleasant Prairie				
Reported Dollars	25,251	40,145	62,856	148.9
Constant 1999 Dollars	58,384	54,402	62,856	7.7
Kenosha County				
Reported Dollars	20,084	30,638	46,970	133.9
Constant 1999 Dollars	46,437	41,519	46,970	1.1
Region				
Reported Dollars	20,096	32,146	46,308	130.4
Constant 1999 Dollars	46,456	43,563	46,308	-0.3
State				
Reported Dollars	17,680	29,442	43,791	147.7
Constant 1999 Dollars	40,879	39,898	43,791	7.1
Nation				
Reported Dollars	16,841	30,056	41,994	149.4
Constant 1999 Dollars	38,939	40,730	41,994	7.8

Note: Constant 1999 Dollars have been adjusted for inflation

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

Table 7.20 sets forth 1999 median household incomes adjusted to reflect estimated 2007 levels for the Village and Kenosha County based on the Consumer Price Index (CPI), a measure of inflation. The CPI measure indicates that the Village estimated median household income was about \$74,799 and the countywide estimated median household income was about \$55,894 in 2007. Another estimate of household income is based on the American Community Survey (ACS), a product of the U.S. Bureau of the Census. The ACS provides a range of values and takes into account changes in household dynamics and the labor market to derive a range of values. According to the ACS, the estimated Kenosha County median household income was in the range of \$50,388 to \$55,846 in 2007; the countywide CPI estimate is slightly above the upper limit of that range. Such ASC data for local communities were not available.

TABLE 7.20
1999 MEDIAN HOUSEHOLD INCOME ADJUSTED TO 2007 DOLLARS

	1999 Reported Dollars	2007^a Estimate
Pleasant Prairie	62,856	74,799
Kenosha County	46,970	55,894

^a Adjustment based on the Consumer Price Index.

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

Overall, households in the Village and County have experienced economic prosperity over the last two (2) decades; however, there were 193 households (3.3%) in the Village and 4,091 households (7.3%) in the County with incomes below the poverty level in 1999 as shown on Table 7.21. About 51%, or 2,094 households, were family households and about 49%, or 1,997 households, were non-family households. Poverty thresholds are determined on a federal basis and do not change by geographic region. Poverty thresholds ranged between \$8,501 for a one (1) person household and \$34,417 for a nine (9) person household in 1999.⁵

TABLE 7.21
HOUSEHOLDS BELOW THE POVERTY LEVEL IN KENOSHA COUNTY: 1999

	Households Below the Poverty Level			Total Number of Households	% of Households Below Poverty Level
	Family Households	Non-Family Households	Total		
Pleasant Prairie	131	62	193	5,819	3.3
Kenosha County	2,094	1,997	4,091	56,057	7.3

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

⁵ The poverty thresholds above are weighted averages. Thresholds vary depending on the number of related children under 18 present in the household and the age of the householder.



COMMERCIAL AND INDUSTRIAL AREAS

The Village has a strong economic base, as indicated by the labor force and household income characteristics. In addition to positive labor force characteristics, the Village must ensure that an adequate number of sites for business retention, expansion, and attraction are identified to maintain its strong economic base. This chapter contains an inventory of sites suitable for commercial and industrial development, including existing business/industrial parks, other planned business/industrial areas and tax increment finance (TIF) districts. Environmentally contaminated sites were also identified to assist in analyzing whether such sites may be suitable for remediation and redevelopment for commercial or industrial uses.

Tax Increment Finance Districts

Wisconsin's Tax Increment Finance (TIF) program was approved by the Legislature in 1975. Its purpose is to provide a way for cities and villages to promote tax base expansion. TIF is aimed at eliminating blight, rehabilitating declining property values, and promoting industry and mixed-use development.

Tax Increment Finance District #1

In 1989, the Village adopted Tax Increment Finance District #1 (TID #1) to promote industrial development, create jobs and provide diversity to the local economy. Another key reason for creating TID #1 was to spread the cost of government services across a broader tax base. A community made up of only residential dwellings will shoulder a heavier tax burden for municipal services than a balanced community with industrial, commercial agricultural and residential uses. TID #1 included 1,600 acres of land in the west central portion of the Village in an area that is now known as LakeView Corporate Park. TID #1 was developed with a combination of public (TID #1 financing for public roads and other infrastructure) and private funds (from companies that built in the industrial park). It was anticipated that TID #1 would pay off its debt by 2009; however, due to the great success of the District the Village was able to pay off this debt in 1999, over 10 years early.

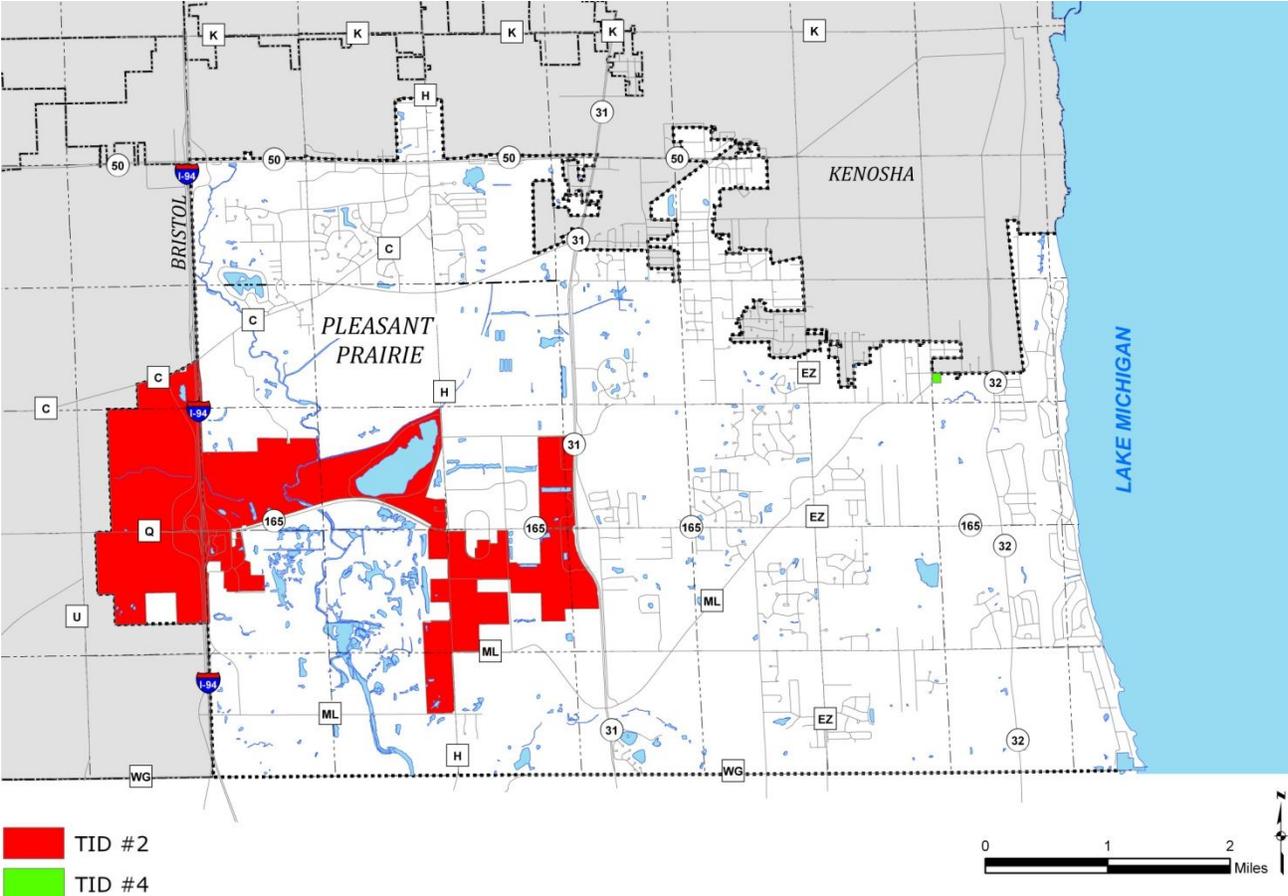
Tax Increment Finance District #2

In 1999 Tax Increment Finance District #2 (TID #2) was created to provide for additional industrial development within LakeView Corporate Park. TID #2 was amended three (3) times since 1999, including an amendment in 2002 to include land adjacent to Interstate 94 that was originally developed as TID #3. TID #2 as amended provides for further expansion for the Village's industrial and commercial tax base while taking advantage of the development opportunities that were created by the land's proximity to I-94. TID #2 encompasses 2,493 acres as shown on Map 7.4

Tax Increment Finance District #4

In 2007, Tax Increment Finance District #4 (TID #4) as shown on Map 7.4 was created to assist the developer of a three (3) acre parcel in the required environmental cleanup of the site and to provide for blight elimination, rehabilitation, and redevelopment of existing property in order to create an economically viable future use benefiting the immediate area and entire Village. Major project areas of the District are: environmental investigation, cleanup, monitoring, and closure; demolition; and brownfield specific infrastructure components. The Village has issued a revenue bond, payable only from tax increment revenue generated by the Developer's property, to finance the project clean up costs. The Developer will be the purchaser of the revenue bond and is obligated to secure private financing to obtain the funds necessary to purchase the bond and provide funding for the project costs.

**MAP 7.4
ACTIVE TAX INCREMENTAL FINANCE DISTRICTS**



Source: Village of Pleasant Prairie.



Village Community Development Authority

Sections 66.1339 of the *Statutes* provide cities and villages the authority to establish a Community Development Authority (CDA). The CDA is a separate body from the Village Board which has the purpose of carrying out blight elimination, slum clearance, urban renewal programs and projects, and housing projects. The CDA also has the authority to act as the agent of the Village in planning and carrying out community development programs and activities approved by the Village Board under the Federal Housing and Community Development Act of 1974 and as the agent to perform all acts that may be approved by the Village Plan Commission, with the exception of preparing the Comprehensive Plan for the Village.

In 2002, the Village established a CDA to implement the Village Land Use Plan by exercising its powers to issue revenue bonds to provide financing for affordable housing projects and qualified Redevelopment Projects; to eliminate or prevent substandard or blighted areas; to provide and retain gainful employment opportunities; to increase the Village's tax base; and to stimulate the flow of investment capital into the Village with resultant beneficial effects upon the economy. The CDA performs negotiations and makes recommendations for consideration to the Village Board regarding development sites.

Redevelopment Plan #1

In 2003, the CDA adopted a Comprehensive Redevelopment Plan for the I-94/STH 165/CTH Q Area (Redevelopment Plan #1) pursuant to and in accordance with Wisconsin Statutes Sections 66.1335 (Housing and Community Development Authorities) and 66.1333 (Blight Elimination and Slum Clearance). The I-94/STH 165/CTH Q interchange has become the Village's gateway to Wisconsin. This interchange, and the character, appearance and conditions of the related freeway frontage areas will greatly affect, if not control, future commercial and industrial development within the Village's recently adopted TID #2, the boundaries of which include the Redevelopment Plan #1 Project Area.

In 2003, the Village's freeway frontage, particularly on the west side of I-94, was characterized by a lack of pre-planning and pre-zoning assortment of unsewered residential, commercial and agricultural uses completely at odds with the Village's Comprehensive Land Use Plan, situated mostly in older and deteriorating buildings on small or poorly laid out parcels in numerous separate ownerships that effectively prevented private sector redevelopment. The character, appearance and conditions of this area in 2003, constituted a "blighted area" as defined by Subsection 66.1333(2m)(b) of the Wisconsin Statutes. As such it prevented and discouraged development in the Redevelopment Plan Project Area, and in nearby TID #2 areas influenced by the project area, of the types of high-quality commercial and industrial uses and buildings planned for by the Village. The Redevelopment Plan Project Area was therefore in need of blight elimination and redevelopment projects and programs to be undertaken by the CDA pursuant to this Redevelopment Plan and Section 66.1333 of the Wisconsin Statutes. The CDA determined that several properties were blighted and began acquisition of the properties.

The Redevelopment Plan #1, as approved by the CDA, serves as a general framework and guide for development within which various area and redevelopment and urban renewal projects maybe more precisely planned and calculated.

As of 2009 the blighted properties have been acquired and a majority of the public improvement discussed in the Redevelopment Plan #1 have been installed and the CDA has 60.1 acres of land near the STH 165 and I-94 interchange that is now



Blighted building west of I-94

available for commercial business development to support the surrounding business/industrial parks and the traveling public.

Blight Determination Study

In 2007 the CDA reviewed the Blight Determination Study which included an analysis of a three (3) acre vacant rundown neighborhood strip retail center originally developed in the 1959. The retail center was an older, worn out and deteriorated building that has been the location of several fires and a target for vandalism and uncontrolled dumping.

The building, due to significant water damage from a leaking and damaged roof, has significant mold growth and several other health, safety and welfare building and fire code violations. A Phase I and a Phase II Environmental Site Assessment was prepared for the properties by Drake Environmental, Inc in 2003.



Blighted shopping Center developed in 1959

The Phase I Environmental Assessment provided a detailed inventory of the site and its uses, an environmental analysis, interviews, aerial photograph interpretations of the site between March 1963 and April, 2000 and a findings and conclusions. The environmental assessment revealed no evidence of recognized environmental conditions in connection with the subject property except for the following: *"Local records indicated that a dry cleaning facility may have been formerly located in the building on the property. Because solvents were typically used in the dry cleaning processes, the potential exists for a release to have impacted the soil and/or groundwater of the property."*

The Phase II Environmental Assessment provided a detailed soil probe and sampling on the site, monitoring well installation, groundwater sampling, analytical testing, field evaluation inventory of the site and preparation of findings and conclusions. "Analytical results indicated that tetrachloroethene, a common dry cleaning solvent, was found to be impacting the soil of the property. Tetrachloroethene was also found to be impacting the groundwater of the property."

The CDA determined that the properties were blighted pursuant to Wisconsin Statute Sections 66.1335 (Housing and Community Development Authorities) and 66.1333 (2m) (b) (Blight Elimination and Slum Clearance). These properties are being cleaned up and development pursuant to TID #4 Project Plan as described above,

Existing Business/Industrial Parks

Existing business/industrial parks located in the Village are shown on Map 7.5 and listed in Table 7.22. Business/industrial parks are generally described as having the following characteristics:

- A planned and publicly-owned internal street system
- Sanitary sewer service and public water service available
- A minimum of 10 acres for brownfield sites and 35 acres for greenfield sites
- Land that was platted or divided by certified survey map, except for brownfield sites, and under single ownership at the time the park was created



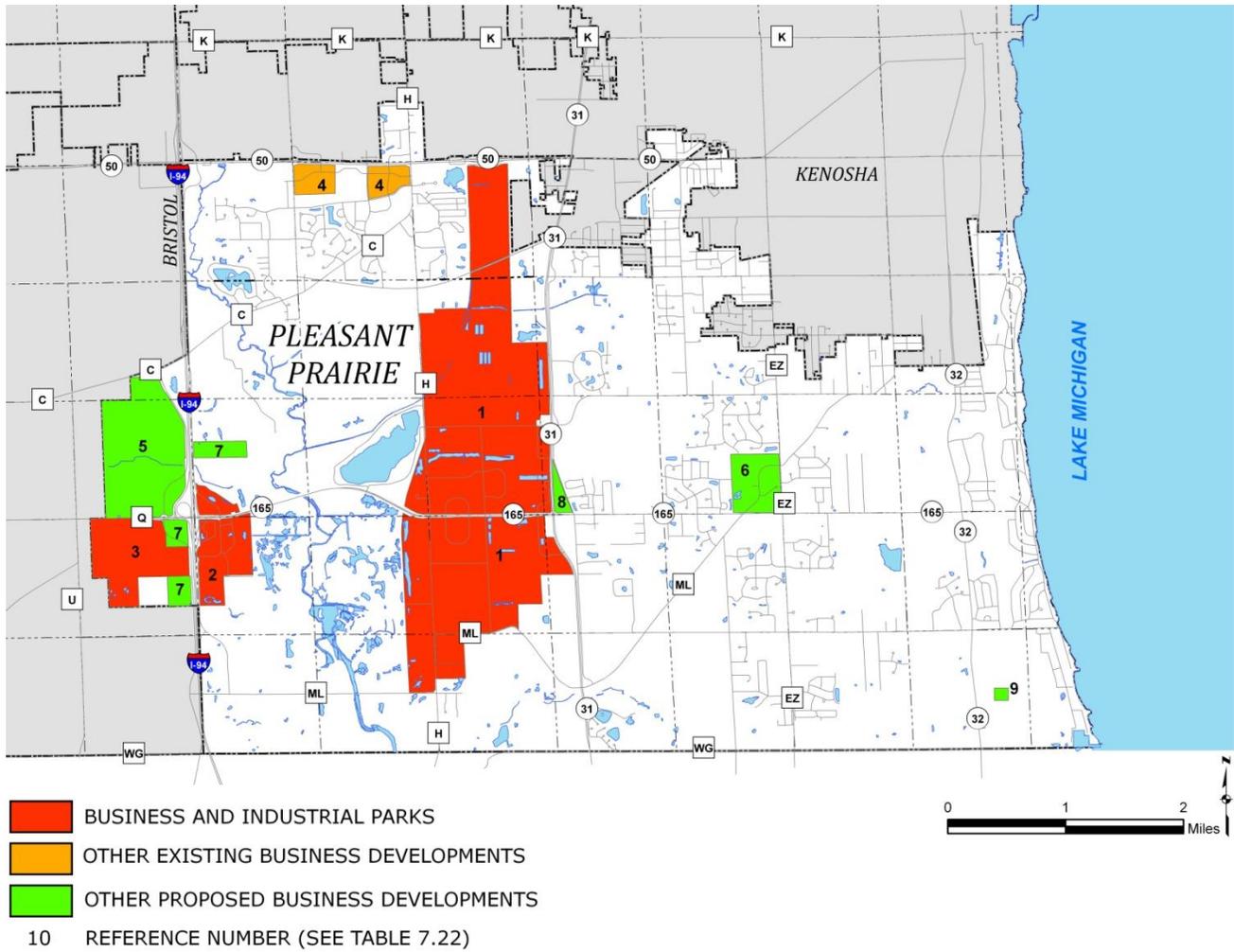
LakeView Corporate Park

In 2009, there were three (3) business/industrial parks located in the Village, encompassing approximately 2,819 acres including LakeView East Corporate Park, LakeView West Corporate Park and PrairieWood Corporate Park. About 85% of the land, or about 2,397 acres, has been developed or is committed to development. About 15% of the land, or about 422 acres, are currently available for development. Uses located in business/industrial parks are traditionally manufacturing, warehousing, distributing, or office uses; however, commercial retail and service uses are also appropriate for business/industrial parks. The most compatible commercial retail and service uses for business/industrial parks are those that provide goods and services catering to the needs of employees who work in the business/industrial parks, such as child care centers, restaurants, and banks or credit unions. Health care clinics are also increasingly being located in business/industrial parks. See Appendix 7-5 for a listing of employers in LakeView Corporate Park and PrairieWood Corporate Park as of January 1, 2009.



Development in LakeView Corporate Park

**MAP 7.5
EXISTING AND PROPOSED BUSINESS/INDUSTRIAL PARKS AND DEVELOPMENTS**



Source: Village of Pleasant Prairie.

**TABLE 7.22
BUSINESS AND INDUSTRIAL DEVELOPMENTS: 2009**

Number on Map 7.5	Name	Total Acres	Acres Developed
Business and Industrial Parks			
1	Lake View East Corporate Park	2,336	2,057
2	Lake View West Corporate Park	211	142
3	PrairieWood Corporate Park	272	199
Other Existing Business Developments			
4	Prairie Ridge Commercial Area	150	82
Other Proposed Business Developments			
5	Planned Development District 1	482	--
6	Village Green Center		--
7	Village CDA Lands	60	--
8	Main Street Market	22	--
9	Chiwaukee Transit Center	10	--

Source: Village of Pleasant Prairie

Other Existing Business Developments

In addition to the existing Business/Industrial Parks, the other major commercial business development in the Village as shown on Map 7.5 as listed in Table 7.22 is located south of STH 50 between 88th and 104th Avenues within the Prairie Ridge Development. Approximately 150 acres have been developed with retail, restaurants, offices and medical facilities and approximately 82 additional acres is available for commercial development. See Appendix 7-6 for a listing of employers in the Prairie Ridge Commercial Development as of January 1, 2009.



Commercial Development in Prairie Ridge

Proposed Business/Industrial Developments

There are four (4) additional proposed business/industrial development projects that meet the business/industrial park characteristics as shown on Map 7.5 and listed in Table 7.22. These projects are discussed in greater detail in the Land Use Element (Chapter 9).

Planned Development District 1 (PDD-1) for the development of 482 acres generally located west of I-94, between CTH C and CTH Q. for a potential gated campus-like development for uses centered on healthcare and pharmaceutical research and development, including related business offices and other related uses. Additionally, PDD-1 also established zoning regulations pertaining to three (3) potential peripheral businesses which are readily accessible to the general public for uses generally centered on commercial retail and service enterprises.

The Village's Community Development Authority has approximately 60 acres of land near the STH 165 and I-94 interchange that is also available for commercial business development to support the surrounding business/industrial parks and the traveling public.

Village Green Center located within the demographic center of the Village at Springbrook Road and CTH EZ is a proposed mixed use commercial/residential development encompassing approximately 187 acres.

Chiwaukee Transit Center located adjacent to the rail line that provides metra service to Chicago south of 116th Street in the eastern portion of the Village is a proposed mixed use area that is intended to provide a transit s

This approximately five (5) acre mixed use area is located within the southeastern portion of the Village adjacent to a railway provides an opportunity for commercial and higher density residential development adjacent to a recommended transit stop on the existing Metra rail line and a hub for other ground transportation to areas of the Village.

Main Street Market, a commercial business project proposes to develop approximately 22.5 acres of land at STH 165 and STH 31.

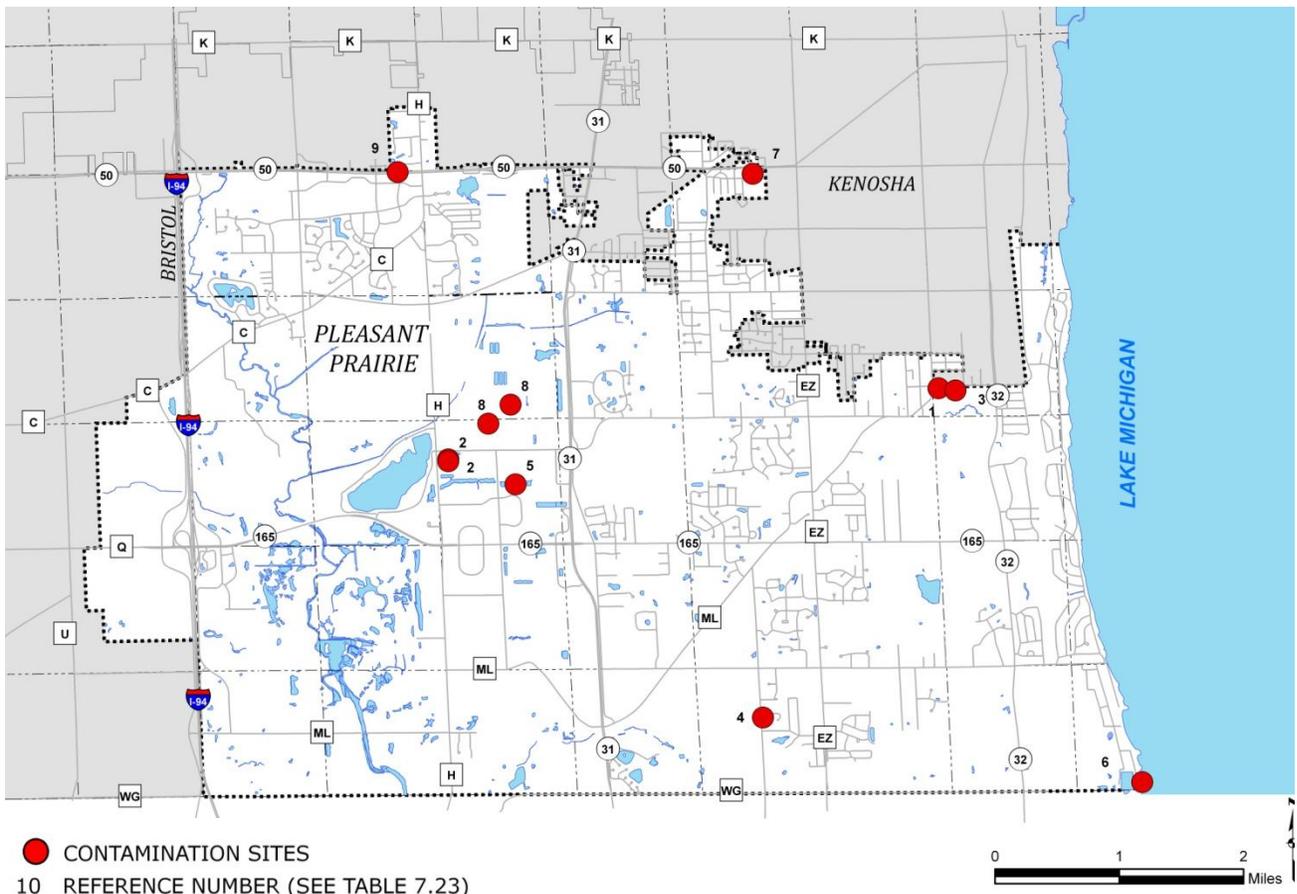
CONTAMINATED SITES AND FORMER LANDFILLS

Section 66.1001 of the *Wisconsin Statutes* requires the economic development element of a comprehensive plan to promote the remediation of environmentally contaminated sites for commercial and industrial use. Environmentally contaminated sites are shown on Map 7.6 and listed in Table 7.23. As of June 2009, the Wisconsin Department of Natural Resources (DNR)-Bureau for Remediation and Redevelopment identified nine (9) environmentally contaminated sites in the Village that had not been remediated, and which are currently being monitored.

Contaminated sites include leaking underground storage tank (LUST) sites and environmental repair (ERP) sites. A LUST site has soil and/or groundwater contaminated with petroleum, which includes toxic and cancer causing substances; however, given time, petroleum contamination naturally breaks down in the environment (biodegradation). In addition, some LUST sites may emit potentially explosive vapors. An ERP site is a site other than a LUST site that has contaminated soil and/or groundwater that is not caused by a leaking underground storage tank. Possible causes for contamination of an ERP site include industrial spills or dumping that requires long-term investigation, buried containers of hazardous substances, closed landfills that have caused contamination, and areas with petroleum contamination from above ground storage tanks.

In addition to the LUST and ERP sites, in July of 2008 two (2) inactive and one (1) transitional landfills have been identified by the DNR in the Village. "Inactive" and "Transitional" are designations assigned by the DNR. A facility that is no longer actively involved in landfill activities is considered "Inactive," and is sometimes referred to as a "former" landfill.

**MAP 7.6
KNOWN CONTAMINATED SITES: JUNE 2009**



Source: Wisconsin Department of Natural Resources

**TABLE 7.23
CONTAMINATED SITES: JUNE 2009**

Number on Map 7.6	Name^a	Location	Activity Type^b
1	2103-2133 91st Street	2103-2133 91st Street	ERP
2	Hexion Specialty Chemicals Inc f/k/a Lawter International and Eastman Resin.	8601 95th Street	ERP
3	Jabs, Walter property	2023 91st Street	ERP
4	Mizra property	12111 47th Avenue	ERP
5	Nucon Corporation	10001 78th Avenue	ERP
6	Prairie Cove Marina	12800 1st Avenue	LUST
7	Town and Country Laundromat	7513 45th Avenue	ERP
8	We Energies Pleasant Prairie Power Plant	8000 95th Street	ERP/LUST
9	Wisconsin Department of Transportation	East Median at STH 50 and CTH H	LUST

Note: This list was compiled from the Wisconsin Department of Natural Resources (DNR) Bureau for Remediation and Redevelopment Tracking System (BRRTS), which is an inventory maintained by the DNR of contaminated properties. The inventory is updated on a continuous basis. Users should be aware that sites are occasionally listed under the incorrect local government. The current inventory may be viewed on the DNR website at <http://botw.dnr.state.wi.us/botw/setupbasicsearchform.do>

^a Name listed on DNR registry. Site names may have changed since they were first listed.

^b Includes Environmental Repair (ERP) sites and Leaking Underground Storage Tank (LUST) sites identified by the DNR.

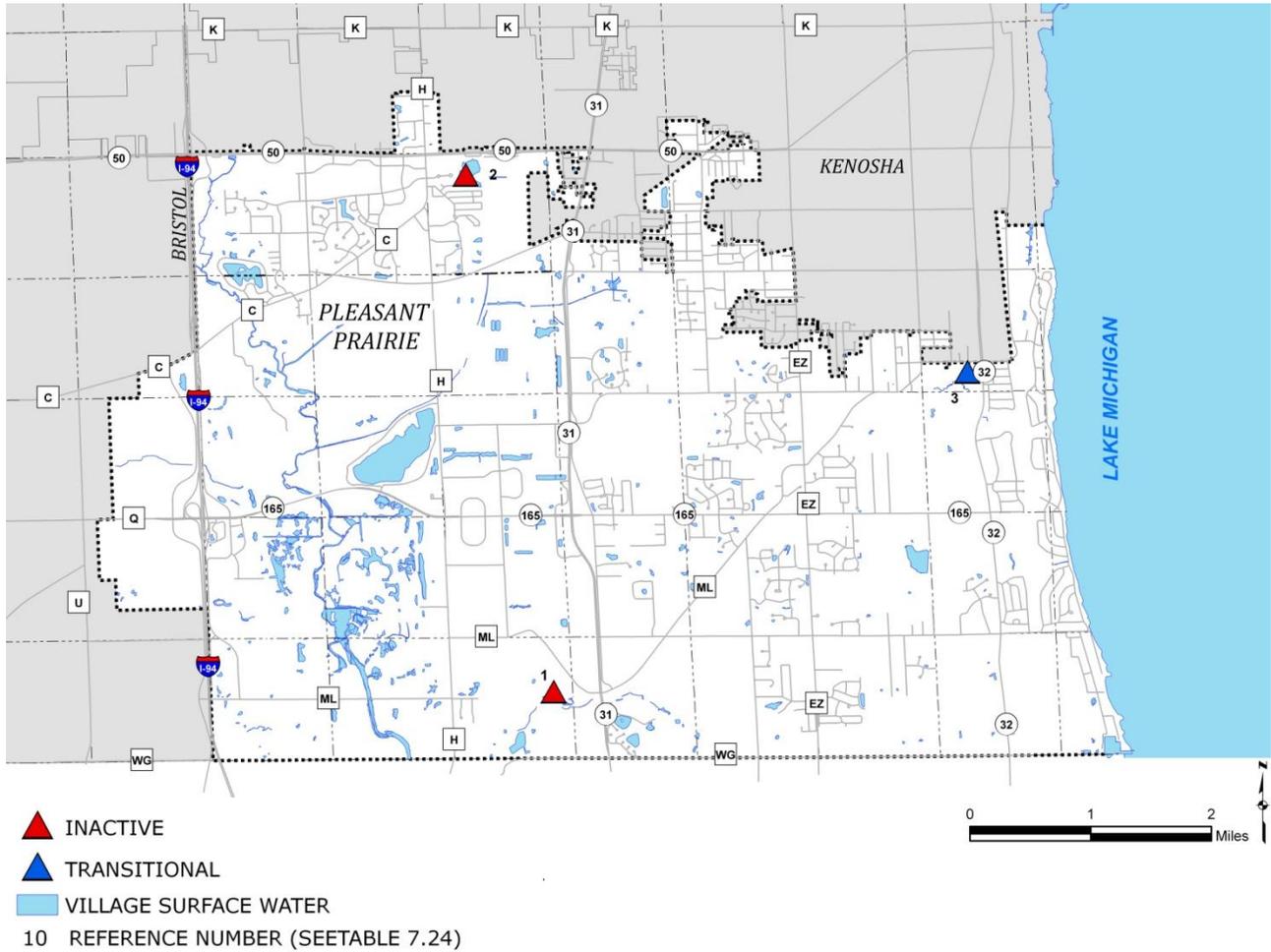
Source: Wisconsin Department of Natural Resources and SEWRPC.

A facility that has begun a process to no longer be involved in landfill activities is considered to be "Transitional;" in this case, the facility operators have begun the required steps towards having the site listed as inactive. Some of these sites may have been remediated or redeveloped; others may have been abandoned prior to any regulatory action or mitigation requirements. The DNR uses a number of sources to identify former landfills, including State databases of registered landfills and demolition permits. The inclusion of a site does not mean that environmental contamination has occurred, is occurring, or will occur in the future, but is intended to serve as a general informational source for the public and Village officials regarding the location of waste disposal sites. Such "inactive" and "transitional" landfill sites are shown on Map 7.7 and listed in Table 7.24.

Typically, contaminated sites identified by the DNR are former or existing gas stations, farms, or small industrial sites. All environmentally contaminated sites identified in the Village have already been redeveloped, are currently being redeveloped, or are planned for redevelopment, with the exception of the Harry Crow and Sons Landfill and the former City and Village landfill.

Prior to 1970 the disposal of waste materials or solid waste was a matter of convenience. Municipal solid waste, ashes, demolition debris, foundry sand, and other wastes were placed in wetlands, marshes, ravines, or other depressions, or were used to adjust the grade on properties. Any deposit of waste material, other than by homeowners on their own property, meets the statutory definition of a landfill. Landfills that were established before 1970 and were never licensed by the DNR are called historic fill sites.

MAP 7.7 INACTIVE AND TRANSITIONAL LANDFILLS: 2008



Source: Wisconsin Department of Natural Resources and SEWRPC

**TABLE 7.24
INACTIVE AND TRANSITIONAL LANDFILLS: JULY 2008**

Number on Map 7.7	Operator	DNR Activity Type	Size (acres)
1	City of Kenosha and Village of Pleasant Prairie Landfill	Inactive	65.7
2	Harry Crow and Sons, Inc.	Inactive	0.8
3	Rogers Tree Service	Transitional	- ^a

^aData not available.

Source: Wisconsin Department of Natural Resources and SEWRPC.

DNR's administrative codes prohibit the placement of structures or other development on buried waste without an exemption to s. NR506.085, Wis. Adm. Code, because of legitimate and documented concerns about leachate, generation of methane, and past disposal practices. Historic fill sites that are discovered during site development or construction activities will require some assessment work by the owner or developer. The services of an environmental professional may be required. The DNR may allow building on former landfills or solid waste disposal sites, subject to a case-by-case review of the proposed building and the condition of the landfill or solid waste disposal site. Although development of former landfills typically consists of recreational uses, such as ski or sledding hills, and other passive uses, the development of buildings and parking lots may be allowed, depending on site conditions. More information is available on the DNR website (www.dnr.wi.gov/org/aw/rr/rbrownfields/historic_fill.htm). Former landfills and solid and hazardous waste disposal sites in the Village are shown on Map 7.8 and listed in Table 7.25.

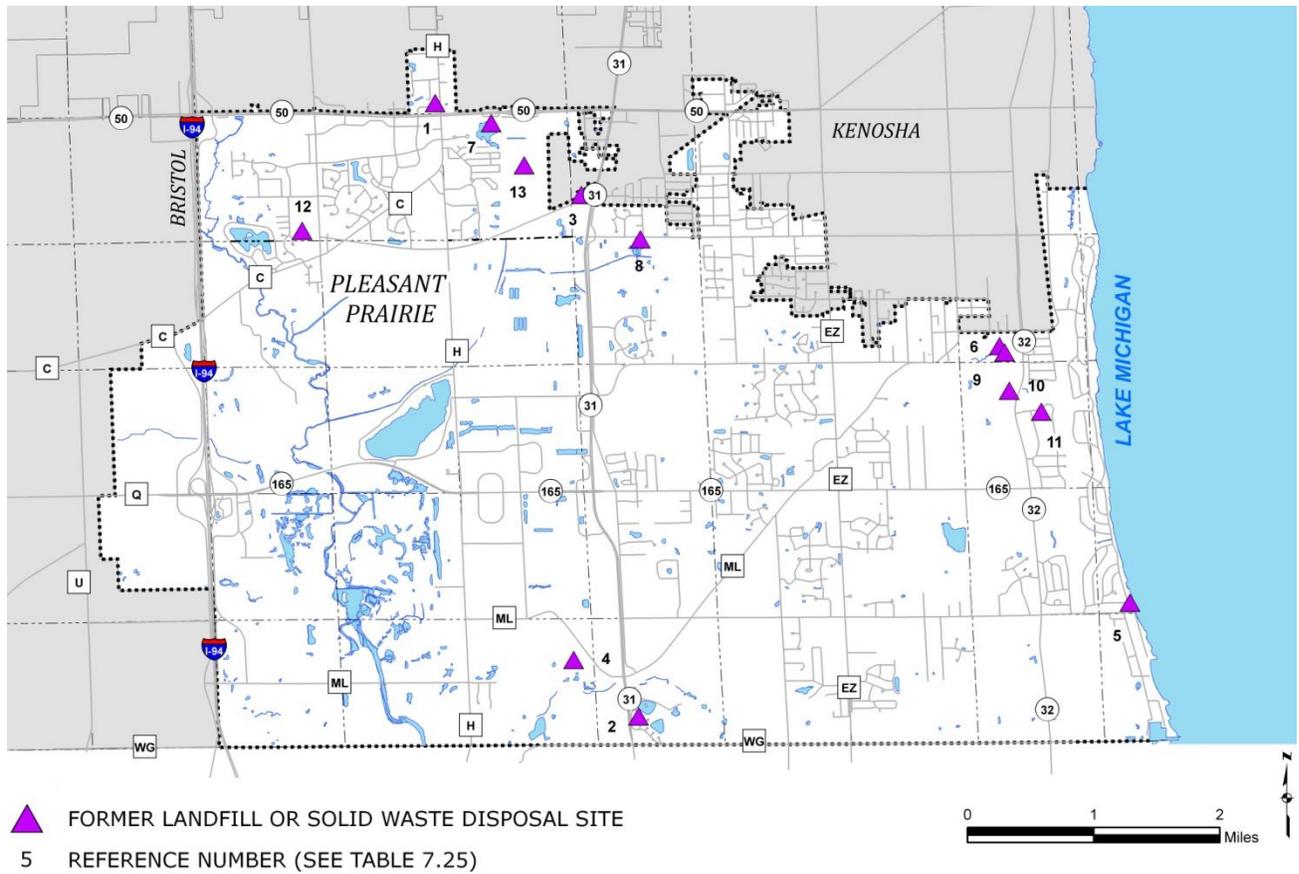
**TABLE 7.25
FORMER LANDFILLS AND SOLID AND HAZARDOUS WASTE DISPOSAL SITES: 2008**

Number on Map 7.8	Name	Size (acres)
1	Ace Construction Company	2.1
2	All-State Development Corporation	15.8
3	Chicago and Northwestern Transportation	1.5
4	City of Kenosha and Village of Pleasant Prairie	65.7
5	Daniel Dorece	0.1
6	Elizabeth Fraeterick (Wood)	2.3
7	Harry Crow	6.6
8	Harry Crow and Sons, Inc.	0.8
9	Keno Drive-In	0.4
10	Kreger Brothers	0.2
11	Luckason	0.1
12	Town of Pleasant Prairie	4.1
13	Wisconsin Electric Power – Pleasant Prairie	139.3
Total – 13 Sites		239.0

Source: Wisconsin Department of Natural Resources and SEWRPC.



**MAP 7.8
FORMER LANDFILL AND SOLID AND HAZARDOUS WASTE DISPOSAL SITES: 2008**



Source: Wisconsin Department of Natural Resources and SEWRPC

ECONOMIC PROJECTIONS AND DESIRABLE BUSINESSES

Employment Projections

Future employment, or job, levels in the Village and the County are expected to be strongly influenced by the strength of the regional economy relative to the rest of the State and Nation. The Regional Planning Commission's economic study,⁶ which was prepared as part of the regional land use planning program, concluded that the regional economy is unlikely to significantly increase or decrease in strength relative to the State or Nation over the projection period of 2000 to 2035. See Appendix 7-7 for Employment Projections by Industry Sector in Southeastern Wisconsin.

As part of the Kenosha County Multi-Jurisdictional Comprehensive Planning effort, existing 2000 and projected 2035 employment levels were compiled by the Southeastern Regional Planning Commission for each municipality in Kenosha County to consider. The two (2) projections, set forth in Table 7.26 provided a range for each municipality to consider while determining a final employment projection.

Employment Projection based on 2035 Regional Land Use Plan

The first projection was based on the intermediate growth projections from the 2035 Regional Land Use Plan, and assigned future employment to cities, villages, and towns assuming that areas within a planned city or village urban sewer service area as shown on Map 7.9 would be annexed by the city or village unless a boundary agreement was in place that established future corporate limits.

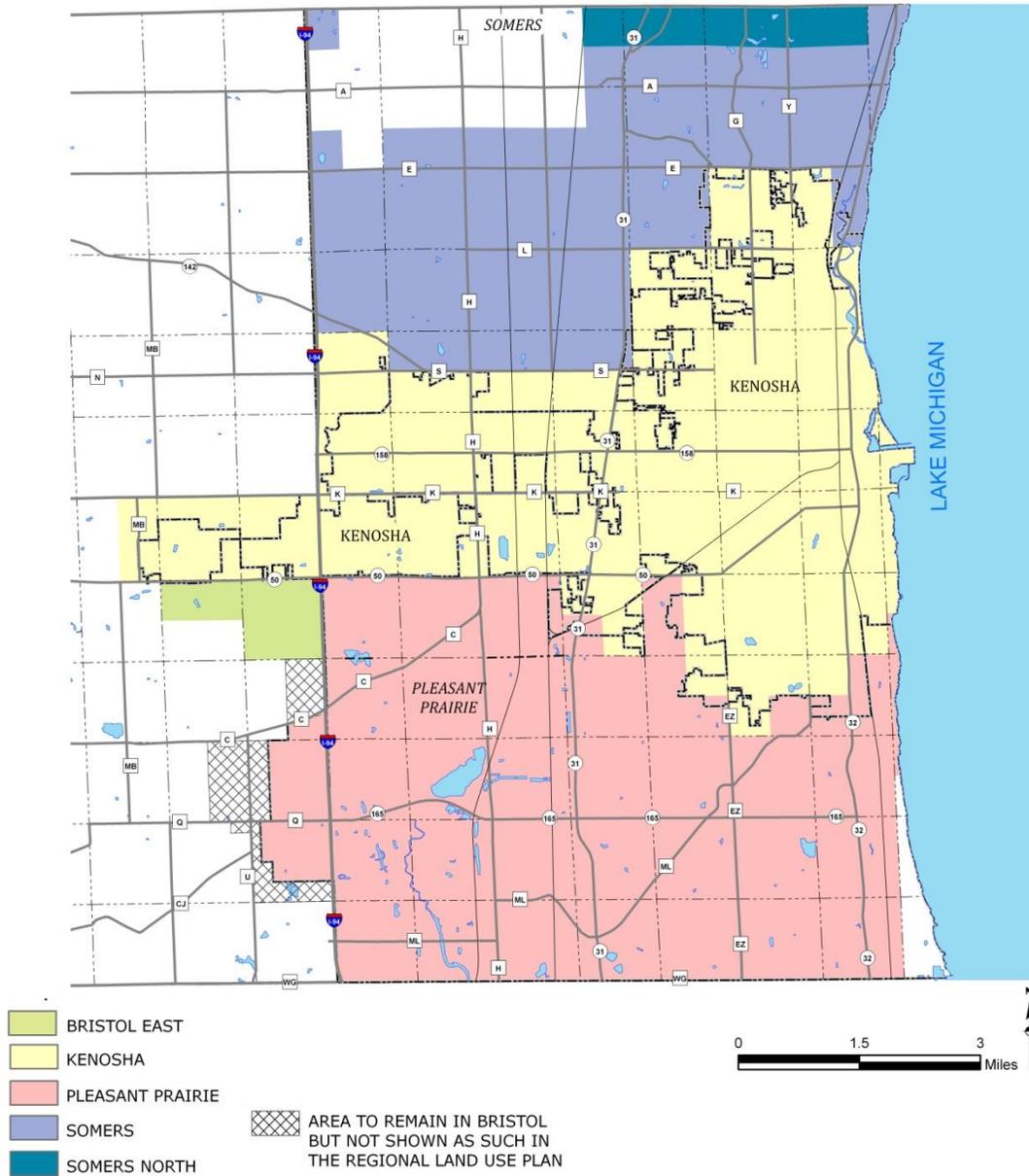
The Southeastern Regional Planning Commission used a disaggregate approach to the preparation of regional employment projections. This approach involved the explicit consideration of employment in dominant and subdominant industry groups and the preparation of projections for those groups. Dominant industries are those which accounted for at least 4% of total regional employment in 2000 and subdominant industries are those that accounted for 2 to 3.9%. At the regional level, employment projections for industries were developed based on consideration of past industry trends, available indicators of future trends nationally and in the State and Region, and relative industry and sector strength in the Region as compared to the State and Nation. Another variable taken into account was the future available labor force. Population projections indicate a leveling-off in the regional labor force may be expected as much of the baby-boom generation reaches retirement age in the middle of the projection period. The anticipated leveling-off of the labor force is expected to moderate the number of jobs able to be accommodated in the Region, Kenosha County and in the Village.

The number of jobs by industry group in 2000 and the projected number of jobs in 2035 pursuant to the Regional Land Use Plan are shown on Table 7.27. Most of the job growth is expected to occur in the "General" category, which includes service jobs and jobs in finance, insurance, and real estate. Retail jobs are also expected to increase, while the number of industrial, government, transportation, communications, and utilities, and those categorized as 'other' jobs are expected to remain the same or to slightly decrease.

Based on the intermediate projections of the 2035 Regional Land Use Plan, the total number of jobs in the County is projected to increase by 19,850 jobs, or by 28.9%, to about 88,504 jobs by 2035 and the number of jobs in the Village is projected to increase by 79.8% between 2000 and 2035 by adding 8,780 jobs as shown on Table 7.26.

⁶ Documented in SEWRPC Technical Report No. 10 (4th Edition), *The Economy of Southeastern Wisconsin*, July 2004.

**MAP 7.9
GENERALIZED PLANNED URBAN SERVICE AREAS IN KENOSHA COUNTY AS
IDENTIFIED BY THE 2035 REGIONAL LAND USE PLAN**



Note: These are generalized urban service areas to the nearest U.S. Public Land Survey quarter-section boundaries are the product of systems level planning. As shown on Map 7.9, the Pleasant Prairie urban service area identified in the 2035 regional land use plan has been affected by more detailed planning. The Greater Kenosha Area sewer service area plan was amended in June 2007 to include the cross-hatched area along CTH U south of CTH C and extending slightly south of CTH Q in the Town of Bristol planned sewer service area. The cross-hatched area north of CTH C was added to the Greater Kenosha Area sewer service area in March 1996; however, the sewer service area plan amendment did not indicate which unit of government would serve the area. Subsequent to the amendment, the Town of Bristol entered into a cooperative agreement with the Village of Pleasant Prairie which established a Village growth area boundary that follows the current Village boundary west of I-94. The cross-hatched areas shown on Map 7.9 will therefore remain in the Town of Bristol

Source: SEWRPC



**TABLE 7.26
ALTERNATIVE EMPLOYMENT PROJECTIONS: 2035**

Community	Actual Number of Jobs			Trend Based ^a			Recommended Regional Land Use Plan (Intermediate Projection) ^b		
	1980	1990	2000	Jobs 2035	Change 2000-2035		Jobs 2035	Change 2000-2035	
					Number	%		Number	%
Cities									
Kenosha	43,133	34,954	43,330	58,160	14,830	34.2	46,128	2,798	6.5
Villages									
Paddock Lake	187	588	826	1,802	976	118.2	1,641	815	98.7
Pleasant Prairie	3,737	4,411	10,996	28,871	17,875	162.6	19,776	8,780	79.8
Silver Lake	170	402	523	1,044	521	99.6	867	344	65.8
Twin Lakes	438	800	1,557	3,861	2,304	148.0	1,884	327	21.0
Towns									
Brighton	134	293	308	487	179	58.1	308	0	0.0
Bristol	1,339	3,070	3,526	6,238	2,712	76.9	4,678	1,152	32.7
Paris	783	902	1,006	1,383	377	37.5	1,006	0	0.0
Randall	344	635	670	1,017	347	51.8	670	0	0.0
Salem	679	1,625	2,195	4,519	2,324	105.9	3,172	977	44.5
Somers	2,471	2,333	3,107	5,018	1,911	61.5	7,764	4,657	149.9
Wheatland	236	689	610	799	189	31.0	610	0	0.0
County Total	54,124 ^c	52,230 ^c	68,654	113,199	44,545	64.9	88,504	19,850	28.9

^a The trend-based projection assumes a continuation of past employment change in each community since 1980, with the change for more recent years weighted more heavily than change for earlier years. In developing this projection, employment change between 1990 and 2000 was weighted more heavily than the employment change during the 1980s.

^b These projections are based on the year 2035 Regional Land Use Plan. The Regional Land Use Plan recommends that much of the future increase in employment within the County be accommodated in urban service areas (see Map 7.9) that provide sanitary sewer and other urban services. The projections assume that new development within a planned city or village sewer service area would be annexed by the city or village. Adjustments were made to the Regional Land Use Plan projections to reflect boundary agreements that establish future corporate limits.

^c Totals include approximately 475 jobs in 1980 and 1,525 jobs in 1990 that could not be allocated to a civil division.

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

**TABLE 7.27
EMPLOYMENT PROJECTIONS FOR KENOSHA COUNTY
UNDER 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 % of Total Employment	2035 % 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, Communication, and Utilities	2,651	2,504	-147	3.9	2.8
Government^c	8,534	8,636	102	12.4	9.8
Other^d	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, including educational services for those employed by private schools and colleges.

^c Includes government and public education jobs.

^d Includes agricultural, agricultural services, forestry, mining, and unclassified jobs.

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

Trend-based Employment Projections

The second projection represents an extrapolation of historic job trends in each community. The trend-based projection assumes a continuation of past employment change in each community between 1980 and 2000, with the change for more recent years weighted more heavily than change for earlier years. Thus, in developing the trend-based projection, the employment change between 1990 and 2000 was weighted more heavily than the employment change during the 1980s.

Based on the trend-based projections, the total number of jobs in the County is projected to increase by 44,545 jobs, or by 64.9%, to 113,199 jobs by 2035 and the number of jobs in the Village is projected to increase by 162.6% between 2000 and 2035 by adding almost 20,000 additional jobs as shown on Table 7.26.

Final Employment Projections

The final projections of total employment, or jobs, for Kenosha County were prepared within the framework of the regional employment projection largely on the basis of trend analysis. Table 7.28 sets forth the final employment projections used to prepare the Kenosha County Multi-jurisdictional Comprehensive Plan.

**TABLE 7.28
SELECTED EMPLOYMENT PROJECTIONS FOR KENOSHA COUNTY: 2035**

Community	Total Employment (Jobs)			
	Actual 2000	Projected 2035	2000-2035 Change	
			Number	%
City				
Kenosha	43,330	58,160	14,830	34.2
Villages				
Paddock Lake	826	1,641	815	98.7
Pleasant Prairie	10,996	28,871	17,875	162.6
Silver Lake	523	1,044	521	99.6
Twin Lakes	1,557	1,884	327	21.0
Towns				
Brighton	308	360	52	16.9
Bristol	3,526 ^a	3,834	308	8.7
Paris	1,006	1,060	54	5.4
Randall	670	875	205	30.6
Salem	2,195 ^b	3,566	1,371	62.5
Somers	3,107	7,764	4,657	149.9
Wheatland	610	799	189	31.0
Kenosha County	68,654	109,860	41,204	60.0

^aIncludes jobs in areas that were or subsequently annexed by the City of Kenosha (683 jobs) and the Village of Pleasant Prairie (171 jobs) per boundary agreements.

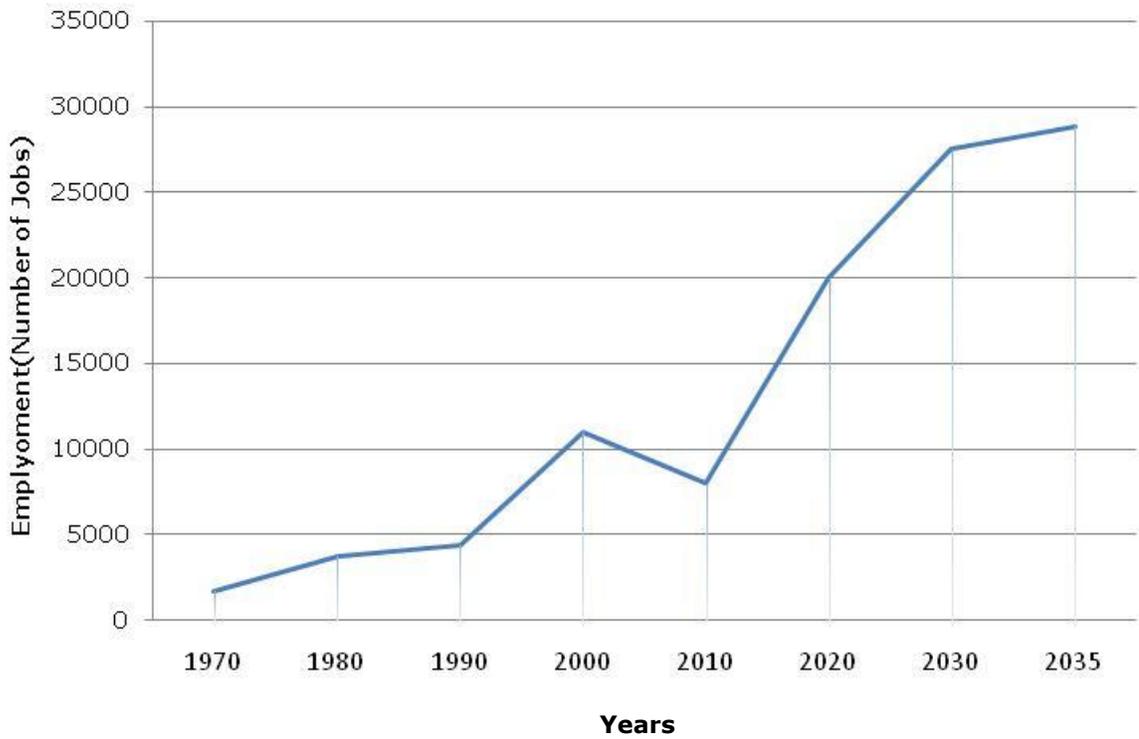
^bIncludes jobs in areas that were or subsequently annexed by the Village of Paddock Lake (146 jobs) per boundary agreement.

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

The year 2035 employment projection for Kenosha County, based on the projections selected by each community, totals 109,804 jobs⁷. This represents an increase of 41,150 jobs, or about 60%, over the number of jobs in 2000. It also exceeds both the intermediate and high growth employment projections of 88,504 and 93,700 jobs, respectively, developed as part of the regional land use plan. As shown on Table 7.28 the Village is projecting that the total number of jobs in the Village to increase by 162.6% between 2000 and 2035 by adding almost 20,000 additional jobs in the Village. Figure 7.3 illustrates the actual and projected job growth for Pleasant Prairie between 1970 and 2035.

⁷ In order to accommodate the projected number of jobs, communities that selected a projection higher than that projected by the regional land use plan may need to allocate more land for commercial and industrial development than designated on the regional plan, and/or develop commercial and industrial areas at a higher density than envisioned under the regional plan.

**FIGURE 7.3
ACTUAL AND PROJECTED NUMBER OF JOBS IN PLEASANT PRAIRIE: 1970-2035^a**



^a Actual employment information from 1970 through 2000 provided by information from the U.S. Bureau of Economic Analysis and SEWRPC as shown on Table 7.10 and projections are based on trend data provided in Table 7.28.

Source: U.S. Bureau of Economic Analysis, SEWRPC and Village of Pleasant Prairie.

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 Village. The following provides a list of businesses and industries that County and local governments including the Village should consider attracting, retaining, or expanding, based on a list developed at a brainstorming session held at an MJAC meeting, and also includes the appropriate Standard Industry Classification (SIC) group codes, as shown in Appendix 7-2, and the North American Industry Classification System (NAICS) general codes, as listed in Table 7.14. More intensive businesses may not be suitable in local governments that lack public sewer, water, and other urban services.

Data and information technology – high-tech industries (SIC-70-89; NAICS-51 and 54)

Advanced technology manufacturing and engineering (SIC-20-39 and 70-89; NAICS-31-33 and 54)

Bio-fuel technology and bio-technology in general (SIC-40-49; NAICS-22)

- Alternative energies research and development
- Research and development of alternative crops for fuel
- Environmental industry–“green” buildings and infrastructures, and energy-efficiency

Recreation (SIC-70-89; NAICS-71)

- Athletic facilities (similar to the Village of Pleasant Prairie’s RecPlex) and outdoor activities

Hospitality and tourism industries – hotels, restaurants, and entertainment venues (SIC-70-89 and 44-45; NAICS-72)

Professional and technical services (SIC-70-89; NAICS-54)

Business and corporate management (SIC-70-89; NAICS-55)

Jobs that support agriculture and rural lifestyles – agricultural businesses (SIC-01-09; NAICS-11)

Home-based businesses and jobs that allow workers to work from home⁸ (No specific code, applies to many types of businesses)

Service sector – lawn and maintenance (SIC-70-89; NAICS-81)

Healthcare related businesses (SIC-70-89; NAICS-62)

Assisted living – senior care (SIC-70-89; NAICS-62)



Rentsys Recovery Services



LakeView RecPlex



Alterra Wynwood assisted living facility

⁸ According to the 2000 Census, 2.3% of employed Kenosha County residents worked from home.

Economic Development Strengths and Weaknesses

Section 66.1001 of the *Wisconsin Statutes* also requires that an assessment of the strengths and weaknesses with respect to attracting and retaining businesses and industries to the area. This section includes a list of perceived strengths and weaknesses, based on findings from the SWOT workshop, the Kenosha County Café, the Pleasant Prairie Café, and an MJAC brainstorming session.

The perceived strengths for attracting and retaining businesses and industries include:

- Active organizations and community leaders committed to attracting and retaining business, industry, jobs, and workers (the KABA and Kenosha County Division of Workforce Development)
- Strong local intergovernmental cooperation
- Location between Chicago and Milwaukee
- Proximity to areas with fast growth (neighboring Illinois counties)
- Access to national and international markets
- Good infrastructure and accessibility; for example, good roads, interstate, and rail (compared to neighboring Illinois counties)
- A long history of planning and zoning
- Strong projected population growth
- Skilled workforce with good work ethic
- Availability of workforce, land, and housing options
- Availability of business resources and financing
- Lake Michigan – good water quality
- Lack of congestion and reasonable commuting distances
- Good quality schools
- Good quality of life in general (including parks and other amenities)
- Low crime rate
- Tourism and recreation opportunities
- Community has begun to attract a dynamic and diverse business mix; need to keep up momentum
- Current increase in construction (particularly for industrial development)
- History rooted in manufacturing (strength and weakness)

The perceived weaknesses regarding attracting and retaining desirable businesses and industries include:

- Lack of mass transit (no train and limited bus service in western portion of County)
- Lack of dedicated funding for mass transit (Kenosha-Racine-Milwaukee commuter rail)
- 'Brain Drain' problem: many educated and skilled young people leave Kenosha County for jobs elsewhere
- Mismatch between educational attainment/skills and job skills desired by employers

- Perception of deteriorating air quality⁹
- Need to prepare for, and invest in, the expansion of infrastructure to meet projected growth demands
- Lack of understanding about the importance of agriculture and its contribution to the economy
- Lack of entertainment venues and cultural attractions or amenities
- Lack of hospitality services (hotels, fine-dining establishments)
- Perceived reputation as “blue-collar”/“lunch-bucket town” may hinder attracting certain types of industries
- Perceived reputation as thrifty and unwilling to spend money on non-essentials may hinder attracting certain types of retail and service industries
- Growing concerns over housing needs due to both a growing and aging population
- Generally, jobs in Kenosha County pay lower wages and salaries than jobs in neighboring (Illinois) counties
- Negative perception associated with casinos (low paying jobs, attract crime)
- Lack of retail, especially in comparison to Racine
- History rooted in manufacturing (strength and weakness); the economy may be seen as undiversified and could face difficulty in today’s fast-changing economy

⁹Based on U.S.E.P.A. monitor trends report data from the monitoring station in the Chiwaukee Prairie, levels of reported criteria air pollutants indicate an improvement in air quality since 2003.



ECONOMIC DEVELOPMENT RECOMMENDATIONS

This section sets forth the Village's Economic Development Goal along with objectives and recommendations, including policies or programs recommended to be taken to achieve the overall goal and objectives. This chapter along with the other chapters in the Plan assisted in preparing the Village of Pleasant Prairie 2035 Land Use Plan Map provided in the Land Use Element (Chapter 9)

Goal:

Diversify the property tax base to relieve residential property tax burdens, and to provide more local shopping and employment opportunities; establish a memorable community image that builds on the Village's natural amenities; improve the overall "climate" for economic development through public outreach, business development programming; and protect and improve the quality of life by balancing sound fiscal and environmental management.

Objectives:

- Promote an adequate number of jobs in the Village to serve the projected 2035 population of 31,205 persons.
- Promote the addition of approximately 17,875 jobs in the Village through the comprehensive plan design year of 2035, for a total of approximately 28,871 jobs in 2035.
- Promote an adequate supply of workers to meet the employment needs of businesses located in the Village.
- Encourage business development that provides a living wage for its employees and enables employees to afford housing.
- Encourage business development that matches the educational attainment of residents within the Village.
- Promote educational programs to prepare workers for jobs in the desired businesses identified in this Chapter.
- Promote an adequate amount of available and suitable land on the Village's 2035 Land Use Plan Map with supporting infrastructure for business retention, expansion, and attraction in the Village through 2035.
- Attract desirable businesses to the Village and maintain and enhance the positive attributes or strengths of the Village for attracting desirable businesses.
- Retain and grow existing businesses in the Village.
- Encourage and support entrepreneurialism (i.e. small businesses and home-based businesses).

Recommendations:

- Develop methods to market Pleasant Prairie's quality of life directly to businesses.
- Promote sustainable economic development concepts that will meet the needs of the present without compromising the ability of future generations to meet their own needs.
- Promote the retention of existing jobs.
- Promote desired businesses as discussed in this Chapter.
- Consider the use of Tax Increment Finance Districts to continue to attract industrial, commercial and mixed use developments.



- Promote commercial and industrial development in business/industrial parks and existing Tax Increment Finance Districts as discussed in this Chapter.
- Promote commercial development in smart growth and redevelopment areas as discussed in the Land Use Element (Chapter 9).
- Promote the tourism industry, including eco-tourism.
- Promote economic development incentives to attract businesses to Kenosha County and to retain existing businesses.
- Promote affordable housing choices for people who work in the Village.
- Support Labor Force policies to attract and retain businesses.
- Encourage Kenosha County to continue administration of the Kenosha County Revolving Loan Fund to create employment opportunities, encourage private investment, and provide a means to finance new and expanding businesses, including small businesses.
- Encourage Kenosha County to continue to use Community Development Block Grant – Economic Development funds. The funds can be used for loans to businesses wishing to expand in Wisconsin or relocate to Wisconsin.
- Continue to support KABA in its efforts to develop and distribute educational materials regarding various funding and incentive opportunities available for businesses located in Kenosha County or wishing to relocate to the County, including Wisconsin Department of Commerce, WHEDA, and Federal financing programs inventoried Appendix 7-1.
- Continue to support KABA in its efforts to develop and distribute educational materials specifically designed to promote the use of State Technology Zone Tax Credit Incentives to high technology businesses considering expanding or relocating to Kenosha County.
- Study the administration of additional partnerships and educational opportunities designed to develop the job skills sought by employers and potential employers.
- Encourage cooperation between schools and the business community to develop educational programs that provide the area labor force with skills to meet the employment needs of businesses and to provide the services needed by area residents.
- Encourage cooperation between high schools and two- and four-year colleges and universities located in Kenosha County, such as UW-Parkside, Carthage University, Concordia University, and Gateway Technical College, and in the Region, such as UW-Milwaukee and Marquette University, to develop educational programs that provide the area's labor force with skills to meet the employment needs of businesses and to provide the services needed by area residents.
- Encourage KABA to continue involvement and partnership with educational and training programs such as Gateway Technical College Associate's Degree in Management.
- Encourage the continuation of KABA's Education Foundation in its efforts to develop education initiatives with local schools to improve the quality of education and increase the number of area residents completing post-high school education.
- Encourage the establishment of an outreach program to potential employees, including high school students, college students, and their parents to match desired skills.
- Distribute educational materials regarding various workforce education partnerships and opportunities and job/career opportunities available for students and adults in Kenosha County including KABA, Kenosha County Workforce Development Board, Wisconsin Department of Commerce, WHEDA, Wisconsin Department of Workforce Development

(DWD), Workforce 2010, and Federal training, work placement, and financing programs inventoried in Appendix 7-1.

- Consider preparing and distributing a business retention survey to businesses throughout the Village through KABA. Portions of the survey should focus on job skills required by businesses; transportation facing employers and employees; and housing issues.
- Pursue partnerships with KABA, the Kenosha County Jobs Center, and Manpower, Inc. to advertise employment opportunities in the Village.
- Implement the recommended Village Transportation Recommendations specified in the Transportation Element (Chapter 4).
- Promote the remediation and reuse of environmentally contaminated sites for appropriate uses, where feasible.
- Promote the development of new businesses, or business expansion, in areas with existing infrastructure and community services, or in areas near or contiguous to existing service areas that can readily be served by extending infrastructure.
- Promote boundary agreements as a means to extend sanitary sewer to identified town areas for economic development where desired by and agreed to by all parties.
- Continue to develop telecommunications and technology strategies for the Village to ensure access to wireless voice and data communications networks for Village businesses and residents, including residents who telecommute or operate a home-based business.
- Continue to use Transportation Economic Assistance (TEA) funds and Freight Railroad Infrastructure Improvement Program funds for transportation projects and improvements that may help attract employers to the Village or encourage existing businesses to remain and expand in the Village.
- Study and update ordinances, if appropriate, to support the concepts of “live-work units” and business condominiums to help small start-up businesses.
- Aggressively promote the positive attributes (strengths) of the Village to desirable businesses that may be considering relocating or expanding.
- Use a cluster-based economic development strategy which focuses investment and energy in attracting industries where the Village have a competitive advantage over other areas.
- Encourage all levels of government and economic development organizations to work cooperatively with KABA and local economic development organizations.
- Assist KABA in developing and maintaining a database to track efforts to create and retain jobs.
- Utilize the KABA and Kenosha County websites to compile and publicize information about the Village’s to desirable businesses that may be considering relocating or expanding.
- Encourage KABA to develop an incentive program to attract businesses that utilize sustainable and environmentally-friendly economic development concepts such as the use of renewable energy sources; building and landscape designs that reduce the use of toxic chemicals, reduce the use of impervious building materials, and utilize other “green” development measures; and provide jobs that pay wages sufficient to meet the cost of living in the area.
- Consider constructing a bio-medical incubator.
- Consider adopting a sustainable green development plan for the Village Green Center.

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