

# First Impressions for Young Professionals

An approach to community assessment and improvement

*October 2015*

How does Kenosha “stack up” against other communities with respect to employment and education opportunities, culture, lifestyle amenities and quality of life? Can we compete?

In 2009, Kenosha Area Business Alliance created a comprehensive economic development strategy for Kenosha County. One of its goals is to attract, retain and engage talent by increasing interaction with young professionals. Young professionals are a key demographic to talent attraction and retention because the 21-34 year old demographic is highly educated and likely to relocate for employment.

In this context, Kenosha County UW-Extension created an assessment program of the Kenosha area through the eyes of young professionals, called First Impressions for Young Professionals. Volunteers from two similar communities agree to do unannounced exchange visits and then report on their “impressions” based on the appeal of the partner community as a place to live and work.

Kenosha County UW-Extension worked with two young professional organizations in Kenosha and Sheboygan to implement First Impressions for Young Professionals with the goal of identifying each community’s strengths and challenges for talent attraction and retention.

We invite you to review the following full report of data and information from the First Impressions for Young Professionals Kenosha assessment.

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*First Impressions for Young Professionals was conducted in partnership with:*



*Thank you to the following sponsors for their generous support of First Impressions for Young Professionals:*



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The following First Impressions participants completed an assessment of Kenosha between August-September 2015:

Name	Date of visit	Affiliation
Elizabeth K.	8/13/2015	Froedtert
Megan B.	8/14/2015	VA Hospital-Milwaukee
Jon D.	8/15/2015	Sheboygan Clerk of Court
Karen S.	8/13/2015	Froedtert
Staceyann F.	8/15/2015	KinderCare
Carmen D.	8/15/2015	Sheboygan Lutheran High School
Alec B.	8/15/2015	Sargento Foods
Vanessa D.	9/12/2015	Rockline Industries
Katelyn B.	9/12/2015	Stefanie H. Weill Center for the Performing Arts

## Pre-Visit Research

First Impression participants were asked to conduct online research on Kenosha prior to their visit. This included searching for information on the community in general, businesses and employers, and education.

## Digital Presence - Community

**Please share some of what you know or have heard about this community.**

*Respondents felt public perceptions of Kenosha were negative. Several respondents reported that their idea of Kenosha was based on perceptions of crime and poverty.*

To be honest in the past we never visited much because of hearing of the crime in the news and seeing that the parts we drove by were run down and uninviting. We visited a year ago and found that there are areas that seem to be getting attention and are being revitalized. That's great!

I have always thought it wasn't that great of a neighborhood because Kenosha Tremper has a tough reputation. Furthermore, I work at Froedtert Hospital in Milwaukee and when we get transfers from Kenosha and Racine the patients are a mess... I would not want my family to go to any hospital in either city.

I feel like because this community is close to the Illinois border, it's perceived as being busy, transient, and higher in crime rates than other Wisconsin communities. But having driven down I94, it looks like it is growing and building business up and out toward the freeway.

I have heard that Kenosha is not the best city as far as crime. To be honest, I heard it was a "dump." I also know that they make reference Kenosha in "That 70's Show" to go disco dancing.

**What are your first impressions of these Kenosha websites?**

All of the websites were very organized, easy to find information. The Visitors Bureau website was great, shows great pictures making Kenosha seem very inviting. Looking at the websites, it seems the main highlight is the lakefront. There really is not too much about the residential areas visually. I don't see an easy place to find the most important questions like: Where do I look for apartments? Where do I look for jobs? What companies are in the area, besides sponsors?

Visitors were provided with direct links to the following websites:

- Convention & Visitors Bureau
- Visitkenosha.com
- YLink
- KABA
- Kenosha Unified School District
- Downtown Kenosha Inc.

visitkenosha.com was the most commonly used website.

## RECOMMENDATIONS

- Improve websites' SEO
- Add residential information
- Use real photos, not stock photos from the web.

Love the Convention and Visitors Bureau's website, as I previously stated. Downtown website is clean and most pertinent information (for me) is easy to find on the homepage, such as calendar of events, shopping and entertainment. I do have to note that when I did a general google search, the downtown website was not on the first page of results - so I wouldn't have found that site on my own. I'm glad to see your young professional group has its own site. I believe that gives it credibility but, that, too, I would not have found on my own. I don't think to look for a city's YP group which is sad since I am a part of Sheboygan's but it isn't a real big factor if I was thinking about moving to the area. I don't have kids but the School District's website seems informational and inviting.

A	What I experienced/ observed far exceeded my expectations
B	What I experienced/ observed was better than my expectations
C	What I experienced/ observed met my expectations.
D	What I experienced/ observed did not meet my expectations.
F	What I experienced/ observed was far worse than my expectations.

### Usefulness and credibility of information obtained through websites and social media:

Grade:

**A-**

They pulled me in. I saw reviews that made me want to visit.

### Visual appeal and interactivity of websites:

Grade:

**A-**

A for Unified School, Downtown Kenosha and Kenosha Visitor's site. Real people in the photos. Y-Link seemed to have canned photos. If you're proud of your people, put them in the photos.

## Digital Presence - Reflections

**Based on your internet research, what factors make this community attractive for you to live and/or work here?**

Growth of new businesses and proximity to Lake MI.

It is on Lake Michigan.

Easy to get around, there is a street car, and things are in walking distance

A bigger population than I thought.

Lots of well-known businesses: Snap-On, Amazon, Jockey

Multiple Museums, Lakefront and associated leisure activities

Transportation: Metra to Chicago

Young Professional Organization seems well developed

Low cost of living (taxes) relative to Chicago Suburbs

It looks like a very beautiful city, with a lot of things to do. It is a huge advantage being so close to Milwaukee and Chicago.

Kenosha seems to keep up-to-date with their digital presence, which tells me the community could have potential to have a stronger young professional population or seasoned professionals that welcome change and innovation, both being positives.

*"Kenosha seems to keep up-to-date with their digital presence, which tells me the community could have potential to have a stronger young professional population or seasoned professionals that welcome change and innovation, both being positives."*

### What factors make this community unattractive for you to live and/or work here?

Median incomes and home values are below state avg.

Nothing that I saw online

School Ranking not great

Somewhat high poverty level

Seems like a lot of people work outside of town

Crime seems to be pretty high in Kenosha.

Working in marketing, I was disappointed in the local newspaper's site. If there are other papers in the area, they didn't come up in my search which tells me they don't have a digital presence. It is very hard for newspapers in this time of technology take-over, so it wouldn't stop me - just might make a job I get in the area harder. That would be my only negative thing to comment on for my online experience of Kenosha.

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## Digital Presence – Employers

### Do there appear to be ample employment opportunities that fit your skills and desires? If so, please elaborate.

*There are jobs available in Kenosha, but not at all skills levels or in all sectors.*

Being a college grad and not a tradesman, it appears that there's a large amount of employers with quite a variety of jobs available.

I could see that they have Amazon in the area, which I have heard is a great company to work for.

Gordon Food didn't have any jobs in Kenosha available at this time, couldn't find Meijer's site listed, and Ocean Spray had a few engineering jobs open. There were many other businesses in the alpha drop-downs that were in mainly banking and manufacturing.

Indeed.com: a number of jobs for engineers but none listed at these companies.

I did not see too many jobs that would fit my skills. It seems they were mostly healthcare or general labor/logistics. I didn't see a whole lot for young professionals (other than healthcare or banking).

I do feel there are employment opportunities for my skills and career goals due to the examples provided in this survey.

### Did you notice any employers offering special incentives such as on-site childcare and wellness programs? If so, which ones?

*Only a few employers listed special incentives on their website that would encourage young professionals to work for them.*

Didn't notice.

I didn't find any in my search

Jockey: summer hours and jeans to work.

Didn't see nonstandard perks at other organizations.

I did not see anything for this.

Only Kenall Manufacturing listed employee benefits.



**Appeal of K-12 schools in the community:**

Grade:

**B+**

*Visitors provided positive feedback on Kenosha Unified's website:*

Website left me with the impression that the schools interact with each other which I find could be very beneficial to children's education. The more shared - the more solutions are made to meet the needs of all children.

**Appeal of colleges and universities in the community:**

Grade:

**A-**

Higher institutions were not listed on common websites.

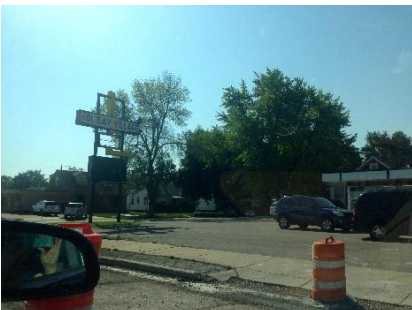
Couldn't find easily accessible info (Not at all obvious anywhere) on any post-secondary education on Downtown Kenosha nor Visit Kenosha sites. Had to resort to typing in "college," which I guess is ok, but secondary. How about a tab LIVE? Coach the viewer to want to live there.

## Site Visit First Impressions



First Impressions participants were asked to assess the quality and affordability of housing, public infrastructure and transportation, arts and culture, leisure and lifestyle. Volunteers were encouraged to engage with local residents to gain additional information on the community.

## Residential/Housing



**Describe the residential housing mix in the community (apartments, townhouses, single-family, multi-family, etc).**

Highway 158 driving into town from the freeway lets you see new housing by the Y, some nice condominium-type places closer to town, as well as "older" apartment complexes. Obvious older neighborhoods closer to the lake, but set back from Hwy 158 by the commercial strip. Awesome that the city is re-doing the street east and west of Hwy 31, it will be a nice gateway.

Seems like a very wide range. There were apartment complexes to the west to million dollar houses to the east by the lake. In between it seemed like there was a few run down areas. I feel you would really need to check out the neighborhood to make sure it is safe.

*Highway 158 is the main gateway into the City of Kenosha.*

**Overall affordability of housing in the community:**  
(based on conversations with residents)

Grade:

**B**

No one really spoke about cost, we mostly talked about the way they look and felt, which in the town....made me want to stay down by the harbor. They are very nicely fitted into the area, with a very artistic feel.

Seems pretty expensive for anything decent. Between \$800-\$1000/month to rent. I would need 2 incomes to support myself.

No conversations led to affordability but online it seems to be reasonable.



**Overall visual appeal of housing in the community:**

Grade:

**B**

It really depends on where you are. The apartment complexes coming in to town from the interstate seem very clean.

**Appeal and adequacy of housing for single residents:**

Grade:

**C**

*Those that would consider living in Kenosha would choose to live downtown.*

If I were a single resident, I would only consider the downtown area. It seems like a great place to meet new people and stay involved in a lot of social activities. It also seems safe and not run down.

I saw very few apartments or places I would want to live.

It would be very difficult for a single individual to live, especially an entry-level professional. I'm sure most young professionals have a live-in significant other or a room-mate that helps pay rent.

Didn't seem like there were many options for one person to find housing for a reasonable price.



*Untidy apartment complex*

**Appeal and adequacy of housing for parents with young children:**

Grade:

**B**

It seemed like most of the residential areas were within walking distance to a park or trail. I also remember seeing at least 3 day care centers without even looking for them.

I am not sure if the condos are family friendly, as I didn't see inside. I can say that it looked like older people were coming and going from them.

The housing around school areas are nice, and there is always a park close-by for kids to play.





*Apartments near the Metra were appealing.*

### Condition of existing/older homes:

Grade:

**C-**

We drove past some older homes near the hospital which looked in good condition. We also found some homes on the south side of the city that were in wooded areas with nice lots but homes where a bit dated. We also saw a few trailer parks in fair condition. It seemed that there was extremes changes in housing from block to block. This was very noticeable driving on Sheridan St. It was hard to tell if you were in a safe or good area because of the extreme changes. Some of the homes near the Indian Trail School seemed newer and nice if you want to be close to the interstate, but I would prefer to be closer to the lake and more downtown.

The houses close to the lake did not seem all that fantastic. I'm used to seeing the ones located in Milwaukee on the lake and they are much grander and much more appealing.

### Condition of apartments/rental housing:

Grade:

**C**

The housing and condos I saw downtown looked new. There also was a mix of historic apartments that I enjoyed driving by.

I loved the look and appeal, as well as condition of what I thought were apartments, later came to find out they were condos and could only be bought, not rented.

Expensive.

## Public Infrastructure and Transportation



*Metra and bus stations looked "safe and well kept."*



One-third of visitors stated that public transportation is important to them.

### Accessibility and availability of public transportation:

Grade:

**B**

I was very impressed with the public transportation! The bus and train stations were both in excellent condition and in a very central and easily accessible areas. Both stations looked safe and well kept. The street car is also a charming and fun way to get around the city. I usually drive my car to get around but if I lived in Kenosha, I would take advantage of the public transportation.

Metra would be a key draw. Trolley and streetcar are very unique. No train to Milwaukee.

The cable car was really cool, I did not get a chance to ride it but it was very unique.

I didn't really see any signs but was told several times about the downtown street car but there wasn't any marketing for that.



Visitors enjoyed the streetcar

## Does the community provide good web-based applications (apps) and on-line information regarding public transportation routes and options?

The online information on the street car route, fees, schedule, and neat little historical blurb about the street cars was great, but when we got to the streetcar pickup stations, there was little information.

I would add transportation to the 'Stay' tab on visitkenosha.com as I don't find the city's website appealing. Impressed that there is an app!

	Grade:
<b>Accessibility and availability of bike lanes/bike paths:</b>	<b>B-</b>

Saw many bike path signs, saw many bikers, and saw many parks with paths.



Street signs are the only form of wayfinding signage

	Grade:
<b>Presence of wayfinding signage:</b> (signs that direct you to significant zones/locations)	<b>C-</b>

We only saw signs that led us to the hospital, and the 2 colleges. We didn't use a map or the internet so I feel Signage could be better.

Signs are not prevalent.



One of the few signs directing traffic to Kenosha

	Grade:
<b>Existence of connections between various modes of transportation:</b>	<b>B</b>

	Grade:
<b>Walkability of the community:</b> (pedestrian signage, sidewalk benches, and sidewalks in good condition)	<b>B</b>

It was easy to get downtown to the lakefront and it was not hard to navigate. The main problem I saw was the sidewalks. They were in pretty rough shape. Do the brick sidewalks hold any significance? Are they historic? If they are, there needs to be signage to explain their rough shape.

Downtown area was very walkable.



Brick sidewalks may need repairs



Visitors noticed one particular restaurant downtown with street art.



Painted garbage cans were noticed as a nice beautification effort.

## Existence and appearance of street/public art:

Grade:

**B-**

I could see art in almost everything downtown. There was a little coffee shop with greenery up the wall and it definitely was a place that made me want to sit for the view. I love the art on the garbage cans around the harbor area. It was a nice way to take garbage cans and make them a piece of the art

It was a very picturesque area. I did not notice any street art, but the landscaping and fountains, and historical architecture made it beautiful.

Could improve art/street appearance slightly.

## Appearance of landscaping/streetscaping:

Grade:

**B**

Downtown, near the lake, and college areas were beautiful. Loved Petrifying Spring Park area with beautiful wooded drive. The rest of the city seemed about average.

Downtown was really cute; it had hanging flower pots from the light posts on the sidewalks.

Beautiful. The museums, parks, historical buildings were well manicured.

Closer to the water - the more landscaping seemed to be in place.

## Availability of WI-FI internet access points:

Grade:

**C**

Not good; I didn't find WIFI anywhere.

I didn't get a lot of Wi-Fi signals.

## Availability of parking:

Grade:

**C**

Parking received mixed reviews from visitors.

I didn't have a problem finding parking downtown.

It was difficult to find parking. We went to the farmers market and had to park in front of the condos, about 3 blocks away. Those streets are very narrow and were all full. I did not see any public parking lots.

## Wayfinding signage for public parking stalls:

Grade:

**B-**





Visitors stumbled on HarborMarket and were impressed.



The lakefront was lively.



Visitors loved the water park.



Lakefront parkland was beautiful



Visitors enjoyed Petrifying Springs

### What do people in this community appear to do for recreation/fun?

There was music in the park taking place while I was there. The music sounded really good and the general individuals in attendance seemed like a great crowd unlike Jazz in the Park in Milwaukee. I would much rather drive to Kenosha for that music in the park.

They had an outdoor concert going on when we visited so a LOT of people were out and about with their lawn chairs. We saw skateboarders. People hanging out and coming back from the beach. We also saw a lot of people going to your semi-pro baseball team game.

Going to the harbor and jazz festivals, skateboarding and biking

Obviously nice, new marina with sailing, fishing and pleasure boats. Fabulous pier area next to the marina with space for the farmers market and other festivals. Loved the kids zero-entry water-park next to the marina.

Lots of people walking on lakefront or fishing from pier. Museums, public market and festival seemed well attended.

There are several museums, a weekly (huge) farmers market, shopping, arts centers, public theaters, yachts, charter fishing. The parks get used. There is definitely A LOT to do.

The farmers market seemed to be a great spot to hang on Saturdays. Hanging out at the lake would be a great benefit.

### What recreational activities or facilities seemed to be lacking?

Drove by an old drive-in movie theatre... I've always wanted to do something like that and think it would be great for the community to fix it up and get it operational again. It was just a barren lot.

The outdoor movie theatre; I got really excited that Kenosha had one only to see it wasn't open and looked in disrepair. That would be so cool to have!

Surprised I didn't see a place to rent kayaks.

I didn't see any marketing for the music scene - though I did hear music at the farmers market.

### Availability and appearance of parks:

(open space, trails, community gathering spaces)

Grade:

**A**

Such great parks along Lake Michigan! South side had a great bike path, well-marked for biking. North side beach and break wall to the light house was easily accessible, went for miles. The only thing we noticed is that there were not enough picnic tables or benches, or none at all along the north beach.

Lots of green space near lakefront

A+! There is so much open space! Nice trails around the lake.

### Availability and appearance of public recreation facilities:

(playgrounds, golf courses, volleyball courts, softball fields, etc)

Grade:

**A-**

I can't speak to vball or softball fields but I did see tennis courts and the parks looked in good shape.

Viewed the Kingfisher's Ball Park which is located conveniently on the main north/south street, we stumbled upon it. Nice and clean. Lots of picnic tables for fans.

There were a lot of playgrounds. I did not see the golf courses, but am sure those are outside of downtown.

Didn't notice many.

**Does the community hold cultural festivals? How did you hear about them? What did you learn about these traditions behind the festivals?**

Yes, and they had a Jazz thing going on the night of the 15th.

Saw some festivals listed in the visitors guide.

Jazz festival downtown - heard from people at market

I haven't seen any on my visit, but saw some on the events calendar from the website. We also stop at a booth at the farmers market and they told us of a free symphony going on in the Museum.

We walked by a church festival - that gave me the idea this is a normal thing to occur in the area. I also heard about Taste of Wisconsin via online.

**Does the community have historical buildings/places? Are they well-maintained?**

We drove past a square where there seemed to be a few historical buildings near a President Lincoln statue. They looked very well kept and attractive. We also saw a historical building along the beach at Simmons Island.

Noticed a Paleontology museum and have been to a wedding at the Civil War Museum which was really great. All the buildings appeared to be in really great condition

The square where the county building and dinosaur museum (old library) is so nicely laid out. Too bad it looks under-utilized. Nice park in the center, but looks "off the beaten path", like no strip of restaurants, or shops (you'd have to trot 2-3 blocks to have lunch).

Museums and lighthouse seemed well maintained

Yes! Beautiful! We went through the historical library and it was incredible. We also saw the old theater and got a tour of that. Kenosha should promote the historical sites more. I was very pleasantly surprised.

Beautiful library and nice historic theaters. Poorly maintained theaters.

**Restaurant and bar scene:**

(vibrancy, appeal, diversity)

Grade:

**A-**

Great restaurant and bar scene! I would love to come back to try more restaurants and bars. There were a lot of people out and I got a very positive vibe. We saw a few people dressed up in groups that seemed to be out for drinks after work. I didn't see much diversity as we explored around 6th Street.



*The farmers market was an important source of information to visitors*



*Reuther High School on historic Civic Center Square*



*Simmons Library interior*

Downtown area was really nice and diverse in bars and restaurants. We came off of I94 and drove down 52nd Street which was pretty sketchy and a lot of just fast food restaurants, very small townie bars as well.

I loved the place we ate lunch. It made me feel at home and offered food I love to eat. I am sure it is a great bar in the evening, but when I asked about nightlife, I wasn't really given that good a vibe on it.

OK restaurants but didn't see a lot of ethnic restaurants

Great selection of dining. Different ethnicities, price ranges.

### **Additional comments about arts, culture, leisure and lifestyle:**

I enjoy museums so the two that you have right on the lake front are definitely of interest to me. I also hear you have dinosaur bones and I saw a museum about that which I'd like to check out.

I adored the museums! And HARBOR is gorgeous!

Noticed the venues that Carthage College has from the highway.

I was very impressed with all the museums.

## **Wrap-Up & Reflections**

*"My perception was not accurate. I did not expect such a beautiful community."*

*"...the city has more depth than what I was expecting."*



Visitors noted the number of empty storefronts in the downtown area.

### **Was your perception prior to the visit accurate? In what ways was the community different from what you expected?**

As we got off the interstate and drove towards Kenosha on 52nd Street, it was run down with multiple fast food restaurants, car repair shops and cheap shopping centers. Honestly, it looked like what I was expecting. However, once we got closer to downtown, I was pleasantly surprised with what I saw. An adorable downtown with multiple restaurants and businesses that I immediately wanted to check out. Beautiful buildings with people enjoying a park overlooking Lake Michigan on a beautiful summer day.

Kenosha seems like an all-right city. I hear from a lot of people that there is a high crime rate and that the hospital doesn't have great talent working there. But it's a city just like any other city... It has its really nice areas and not so nice.

Not accurate at all. The city was cleaner than I recalled. Less rundown buildings, no longer an industrial waterfront, etc.

No, I thought the downtown was really cute. Getting there was rough, so that perception was accurate, but spending time downtown was great.

I didn't know much prior to the visit, so I didn't know what to expect. I did assume it was going to be a lot like our city.

No. I thought it would be more industrial and vacant. The downtown area is rather empty, but the marina area is very new and lively.

Downtown / lakefront was much better developed than anticipated. I thought there would be more apartments downtown but didn't see much.

My perception was not accurate. I did not expect such a beautiful community. I did not expect it to be so clean. I did not expect such a huge lakefront, or so many museums.

I don't know that I can comment on the accuracy of my perception but the city has more depth than what I was expecting.



*“The online information highlighted the 'tourist' part of Kenosha, which was accurate. I didn't know about all the historical sites, or how the downtown was.”*



*Harbor is “GORGEOUS”*



*Riding the streetcar was cited as a reason to come back.*

## **Did the information you collected online prior to the visit accurately reflect what you observed/experienced?**

Yes

I didn't expect the city to open so late on a Saturday morning. Most places didn't open till ten, which cut into time we spent talking to people in the area.

The CVB and Downtown Inc. sites were indicative of what was going on.

Website contained good information.

The online information highlighted the 'tourist' part of Kenosha, which was accurate. I didn't know about all the historical sites, or how the downtown was.

Some of it did - the museums, restaurants and farmers market were on point.

## **What is the most outstanding feature of the partner community?**

Lakefront development at the harbor center.

Parks and the downtown bordering the lake are a great feature!

The harbor! It is GORGEOUS.

Living between the waterfront and the Metra line is a great situation. 2 colleges in town is a huge plus.

Great museums. Good lakefront.

I would say the old architecture, and museums. The historical aspects.

The activity on the lake. I also think the friendly-ness of all the people we talked to during our visit was impressive.

## **What local restaurant, specialty shop, or attraction would bring you back to this district in the future?**

Take a sail boat out on Lake Michigan; Take the street car to do more exploring downtown ; Try one of the many restaurants (twisted cuisine, Sazzy B, Mangia, the Italian bakery). I would come back to Mike's Sportsbook and Meat bar to watch a packer or badger game with friends; Try golfing at Petrifying Springs Park; Bring a bike and try some trails

We ate at Mikes Sportsbook that night and it was really great. Live music going on as well as a Packers preseason game being shown on their numerous tvs.

Public Brewing Co., elec. street car, music festival, variety of downtown restaurants.

Mike's Donuts and Chicken. The Wine Knot. Scoops. Several of the coffee shops were adorable and I'd like to check them out too. The minor league baseball team... I'd like to attend a game. The Civil War Museum and Dinosaur Discovery. I'd come back specifically for the outdoor movie theatre if that gets going.

Ashling's is a great spot with great food. The Public Brewery was a nice surprise. I'd want to check out more places on the north side of the bay (by the yacht club).

I would like to bike the lakefront around Carthage College.

The farmers market was amazing! I would love one that scale around me.

Great options for eating, shopping and staying - Captain Mike's had great food, not great service but was still a fun experience. I think the museums and possibly the renovation of local theaters and expansion of the streetcars would bring me back.

**Would you consider locating a retail, professional or non-profit business here?  
Why or why not?**

Yes

No. I love and am loyal to Milwaukee and would set up shop there if I wanted to start a business.

Nope, because of the late hours of everything opening.

I think the downtown is not active enough to lure business down there, but a non-profit might find some cheaper places to rent down there. Didn't see any fast-food places on 7th or 8th right downtown. There were several professional businesses (attorneys, etc.) that we noticed near the county buildings, so that makes sense.

I'm not sure. I am not a business owner, but it seems downtown is a bit of a ghost town with all the vacant shops.

I would, due to the potential the area seems to have.

**Would you consider living here? Why or why not?**

Personally, Kenosha is further away from my family, job and friends. However, if location wasn't the issue, I would definitely consider living in Kenosha after visiting. I would have said no to this question before I came to visit.

Maybe, the downtown is really cute.

No, it didn't offer much that would make me want to live there. More likely to visit for the museums. It is not a town for an early moving family.

Sure. It seems like a safe place.

No - housing didn't fit my needs.

Yes, but I could not afford to.

Yes, especially would locate in the historic area on the near south side along the waterfront.

I know this isn't the most substantial comment to make, but I liked the vibe of the town enough to consider moving there. Seemed down to earth and welcoming area to live in.

**Would you consider working here? Why or why not?**

As a nurse it would take a lot to get me to leave Froedtert and come to Kenosha's Hospital. I don't see that happening in my future. If I had a different profession I might feel differently.

Yes.

The main hospital downtown looked ok but again, I'm biased from working at Froedtert. I'd be hesitant to provide care at those hospitals after seeing the transfers we get, so based on that I don't think I could work and live in Kenosha.

I have heard great things about working for Amazon, and that would be the only reason I would consider working there.

If I were starting out of college with a business degree, there would be plenty of major manufacturers to apply to. Also seems like a large public school district and post-secondary schools that employ many. Nice communities in the surrounding area as well.

Would need to learn more, but companies like Uline, Snap-On would be appealing.

Yes, but not sure if there are any jobs that pertain to what I do as a Manufacturing training coordinator.

Yes. Seems there are more options than I originally perceived about Kenosha.

Most would consider working in Kenosha.

## RECOMMENDATIONS:

- Continue investing in downtown and older segments of the city.
- Highway 158 is an important gateway and blight needs to be addressed.

## Do you have any additional comments regarding the people and/or experiences of your partner community as you reflect on your trip?

As we drove around in the car I felt the majority of the people we saw were overweight, poorly/inappropriately dressed and met the stereotypical term "trashy." However, once we were downtown for dinner, the people were better dressed and groomed. The few people we did talk to were very friendly and helpful.

I stopped at 3 garage sales and talked to 2 bartenders at 2 microbreweries, among several others. Two of the garage "sellers" were teachers who spoke highly of Kenosha and the schools, though Washington School was mentioned by both as one to avoid. All that I spoke to said Kenosha was on the rise and had a lot going on, given the three choices of holding its own, on the rise, or dropping below par. Many said if you want lower taxes that Pleasant Prairie would be a good choice but homes may cost more.

There were a number of empty buildings and brown fields but many communities are dealing with that. Cities along Lake Mich. almost have to turn to tourism or get left behind since manufacturing and other businesses are tending to like the interstate of railway, neither of which are typically within the city. All and all, a good experience and I'd go back and tell others to do the same.

It has a lot of potential; I hope you keep investing in your downtown and that starts to reach the middle parts of your city. Coming down 158, I was not impressed... if you could invest in those areas I think you would have more buy-in for people to live downtown. I wouldn't want to drive through the mess of what looks like trashy auto shops and strip malls just to get to downtown. For me it'd be depressing to see that every day.

Everyone was super polite and easy to talk to. No one batted an eye at me asking questions, and were very friendly and honest with their advice. A lot of people said, good luck finding much to do, which is sort of sad when you are talking to people about their community.

The people we met had positive things to say about the public schools, downtown pubs, the museums, and surrounding communities. I guess the Italian food is good in Kenosha too.

Very dog-friendly place! I loved all the dogs around town.

Great experience. I think it could be beneficial to offer several different dates to participate and list one event that they could consider attending. Could tell you what people are interested in attending that your city has to offer. The farmers market was very impressive, but if there was a music festival offered, I personally would have scheduled going down there during then - just as an example.

**Appendix:**  
**Millennial Trends**

# Millennial Trends: Introduction

This is a review of literature summarizing current data and trends for Millennials, the cohort between the ages of 18 and 34 years in 2015.

According to the Pew Research Center, more than one-in-three American workers today are Millennials (adults ages 18 to 34 in 2015), and this year they surpassed Generation X to become the largest share of the American workforce.

First, there is a summary of relevant census data for Millennials reflecting changes between the years of 1980 to 2013, including changes in demographics, employment, median earnings, and education. Millennials trends in Kenosha, as part of the Chicago-Naperville-Elgin Metropolitan Statistical Area (MSA), compared with the nation.

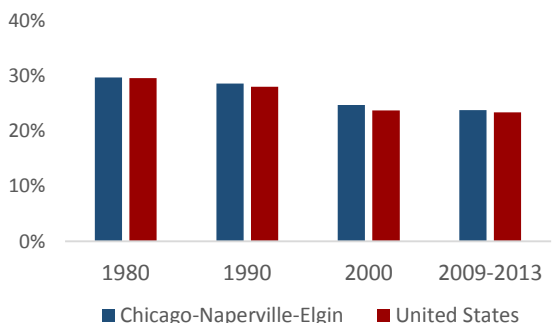
Then follows a description the Deloitte 2014 Millennial Survey. This annual survey illustrates that businesses—particularly in developed markets—will need to make significant changes to attract and retain the future workforce.

Thereafter, the Nielson Report states that Millennials are 77 million strong, on par with Boomers, and they currently comprise approximately 24 percent of the U.S. population. The report goes on to summarize Millennials as: diverse, expressive and optimistic; drivers of a social movement back to the cities; struggling, but with an entrepreneurial spirit; connected and seeking a “personal touch.”

Finally, key findings from peer-reviewed sources are cited with respect to Millennials’ driving behaviors which have implications for transportation, housing, and community planning.

## 1980-2013 Census Data

Using data from 1980, 1990, 2000 censuses and the 2009-2013 estimates, comparisons were made between US averages and the Chicago-Naperville-Elgin Region, the Metropolitan Statistical Area (MSA) that includes Kenosha. See more at: [www.census.gov/censusexplorer/censusexplorer-youngadults.html](http://www.census.gov/censusexplorer/censusexplorer-youngadults.html)



### Population

The percent of the population aged 18-34 in the Chicago MSA has slightly declined between 1980 and 2013. This trend is consistent with population decreases in all major metro areas during the same period, including New York, Los Angeles, Dallas, Atlanta, Minneapolis, Portland, Phoenix, and Denver.

Kenosha County shows similar patterns when compared to state and US trends.

## Minority Populations

The percentage of the Chicago MSA population aged 18-34 that are minorities has been steadily increasing, growing from 32% in 1980 to nearly 50% in 2009-2013. This is well above the national average at 40%. Only New York and Los Angeles MSA reflect greater percentages of minority populations.

While the percent of Kenosha County residents aged 18-34 who are minorities is lower than the Chicago MSA and national levels, it has grown rapidly from 6.9% in 1980 to 27.2% in 2013.

## Median Earnings

Median earnings for full-time workers in the Chicago MSA are well above the national average, which is similar to trends in Minneapolis, New York, Portland and Denver. By contrast, Los Angeles, Dallas and Atlanta are a few major MSAs to see median earnings fall to levels matching or nearly matching US median wage levels.

Annual median earnings in Kenosha County decreased by 25% between 1980 and 2013, falling nearly \$11,000. This pattern is similar to the Chicago MSA and Wisconsin, though the decline is much sharper in Kenosha County.

## Educational Attainment

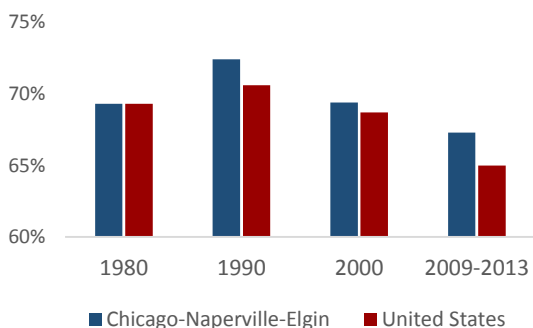
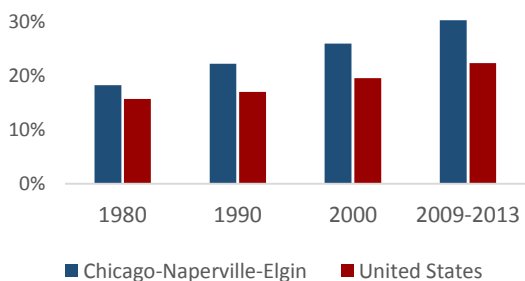
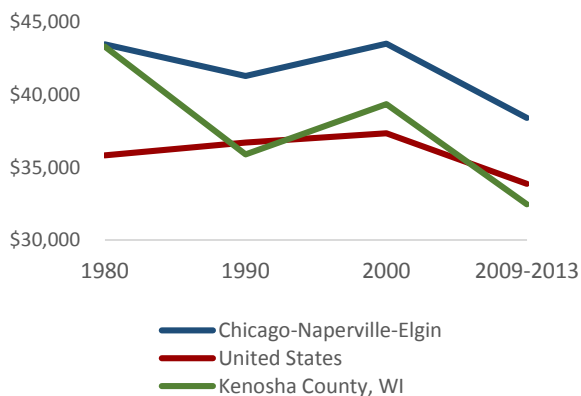
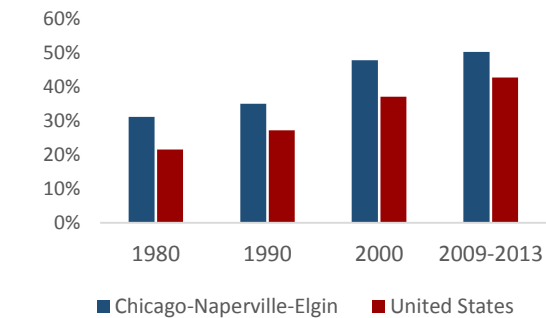
A greater percent people aged 18-34 in the Chicago MSA are pursuing higher/postsecondary education, a trend that is consistent across all large metro-areas.

While this rate is also increasing in Kenosha County, the percent of Millennials who have at least a Bachelor's degree is lower for the county (18.1%) than it is for the state (21.7%) or nation (22.3%).

## Employment

Fewer people between the ages of 18-34 are employed, which also holds true in nearly all major MSA regions of the US, falling far below the employment rates of 1980.

In Kenosha County, the employment rate for persons aged 18-34 fell from a high of 75.8% in 1990, to 66.4% in 2013. Wisconsin's 2013 rate of 73% is higher than both the MSA and national levels.





# Deloitte: 2015 Millennial Survey

*Deloitte provides audit, consulting, financial advisory, risk management, tax and related services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries and territories, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Read more at [www.deloitte.com/millennialsurvey](http://www.deloitte.com/millennialsurvey)*

Findings from Deloitte's fourth annual Millennial Survey show that business, particularly in developed markets, will need to make significant changes to attract and retain the future workforce.

Deloitte surveyed 7,800 of tomorrow's leaders from 29 countries. All participants were born after 1982, have obtained a college or university degree, are employed full-time, and predominantly work in large (100+ employees), private-sector organizations. They were surveyed about their perspectives on effective leadership, and how business operates and impacts society.

Key findings include:

- Millennials overwhelmingly believe (75%) businesses are focused on their own agendas rather than helping to improve society.
- Only 28 percent of Millennials feel that their current organization is making full use of their skills.
- More than half (53%) aspire to become the leader or most senior executive within their current organization, with a clear ambition gap between Millennials in emerging markets and developed markets.
- Sixty-five percent of emerging-market based Millennials said they would like to achieve this goal, compared to only 38 percent in developed markets. This figure was also higher among men.
- Additionally, the survey found large global businesses have less appeal for Millennials in developed markets (35%) compared to emerging markets (51%).
- Developed-market based Millennials are also less inclined (11%) than Millennials in emerging markets (22%) to start their own business.

When asked to identify what business should try to achieve, Millennials highlight:

- Job creation
- Profit generation
- Improving society
- Driving innovation
- Enabling progress

## 6 in 10

Millennials cite “**a sense of purpose**” as part of the reason they chose to work for their current employers.

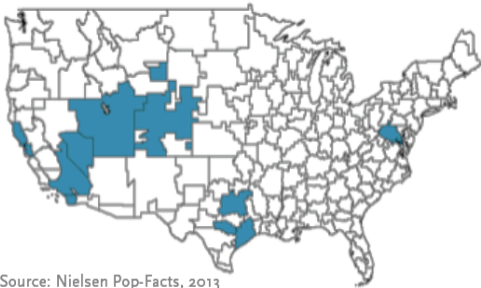
# Nielson 2014 Report: Millennials – Breaking the Myths

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com).

## MILLENNIALS – TOP 10 MARKETS

(BY PERCENT/INDEX FOR CONCENTRATION)

1. Austin, TX (16%, 120)
2. Salt Lake City, UT (15%, 117)
3. San Diego, CA (15%, 117)
4. Los Angeles, CA (14%, 109)
5. Denver, CO (14%, 109)
6. Washington, DC (14%, 109)
7. Houston, TX (14%, 108)
8. Las Vegas, NV (14%, 108)
9. San Francisco, CA (14%, 107)
10. Dallas-Ft. Worth, TX (14%, 106)



Source: Nielsen Pop-Facts, 2013

**Millennials are 77 million strong, on par with Boomers, and they make up 24 percent of the U.S. population.** This represents a significant opportunity for those who understand who Millennials are, where they live, and what motivates them.

While there are varied definitions of the generations, Nielsen defines the Millennial Generation as the cohort born between 1977 and 1995. The report finds that Millennials are:

**Diverse, Expressive and Optimistic:** Millennials are more racially and ethnically diverse than any previous generation. They value self-expression and artistic pursuits. They were hit hard by the Great Recession, but their high education levels and optimism foreshadow potential future success.

**Driving a Social Movement Back to the Cities:** If not still living with their parents, Millennials are fueling an urban revolution. They look for the vibrant, creative, walkable cities that offer a mix of housing, shopping and offices right outside their doorstep.

**Struggling, But Have an Entrepreneurial Spirit:** Millennials are dealing with high unemployment, low income, and high student loans as they try to establish themselves. However, necessity is the daughter of invention and some have hit it big by investing in startups and following their own entrepreneurial pursuits.

**Interested in Social Issues:** About 75% of Millennials made a donation to a nonprofit in 2011, with education, poverty and the environment as their top causes. They are willing to pay more for goods and services from companies with social impact programs, and for products that are good for the environment. Seven out of 10 say that a company's commitment to the community would influence their decision to work there.

**Connected:** Technology defines Millennials; they ranked "technology use" first as the characteristic that makes their generation unique. As of 2013, three out of four Millennials owned a smartphone, and 83% report sleeping with their smartphones.

# Millennial Transportation Trends

As of 2010,  
**26% of Millennials**  
**did not have a**  
**driver's license,**  
up five percentage points  
from 2000.

*"America's Generation Y Not  
Driven to Drive."*  
Zabarenko, Deborah. 2012.  
Reuters, July 2. Retrieved January  
27, 2015 from  
<http://www.reuters.com/article/2012/07/02/uk-usa-generation-y-driving-idUSLNE86100X20120702>.

## The Impact of Millennials' Travel Behavior on Future Personal Vehicle Travel

Steven E. Polzin\*, Xuehao Chu, Jodi Godfrey. *Center for Urban Transportation Research, University of South Florida*

The Millennial Generation, born between 1980 and 2000, is exhibiting different travel behavior trends than previous generations. These are shaped by several different yet correlated characteristics such as: place of residence; race/ethnicity; labor force participation; education level; income; living arrangements; lifecycle status; licensure status; vehicle ownership/availability; values, and propensity to substitute technology for travel.

Many Millennials are living with their parents longer, obtaining drivers licenses at older ages, postponing marriage and procreation, and substituting travel for work and socializing with telecommuting and social media. Millennials are currently shaping the nation's changing demographics, which in turn directly affect future travel behavior trends and their consequences on energy consumption and the environment.

## Millennials in Motion

U.S. PIRG. 2014. October 14. Retrieved January 27, 2015, from <http://www.uspirg.org/reports/usp/millennials-motion>.

Between 2001 and 2009, the average number of miles driven by 16 to 34 year-olds dropped by 23%, a downward trend that appears to have continued even as the economy and young people's income levels started to rebound. There are a multitude of factors at play in the decline in driving among Millennials (born between 1983 and 2000), including:

- Socioeconomic shifts
  - Millennial shift away from driving is more than just temporary
    - Share of millennials living with parents had been increasing prior to the recession
    - Americans have delayed family formation (i.e., marriage and children) at later ages since the 1960s
  - Millennials have no living memory of consistently cheap gasoline
- Changes in consumer preferences
  - Millennials consistently report greater attraction to less driving-intensive lifestyles—urban living, residence in “walkable” communities, and openness to the use of non-driving modes
- Technological changes
  - Millennials are early adopters of smartphones and social media, and subsequent technology-enabled transportation services, such as bikesharing, “ridesourcing” (e.g., Uber), and real-time transit tracking apps