discover
KENOSHA COUNTY
Kenosha County is one of the fastest growing areas in the State of Wisconsin. Since 2000, Kenosha County’s population has grown at a rate of 12.6 per cent – higher than the state and national growth rates of 6.0 per cent and 9.7 percent respectively.

**Economic Goals for the Region:**

- Continue growth along the I-94 corridor as a premier location in the Midwest for large development projects
- Strategically rebuild the downtown with expanded retail, residential amenities and complement more than $50 Million in recent investments, including upscale boutique hotel projects
- Improve the mix of national and local retailers throughout the County

**Demographics**

- **County Population**: 170,454
- **Average Household Income**: $88,853
- **Average Home Value**: $233,762
- **Annually spent on dining out**: $206,278,603
- **Daytime employees**: +68,272

**Kenosha County** has announced $1.4 Billion in growth, 11,000 new jobs and absorbed and constructed approximately 10 million square feet of new development in the last five years. Haribo, the confectionary giant, announced its first North American manufacturing facility to be cited in Pleasant Prairie.

A second international announcement, Foxconn Technology Group, renown supplier to Apple products, is proposing the largest economic development attraction project in American history attracting foreign direct investments of this size. This $10 Billion investment is to occur immediately north of Kenosha County with up to 10,000 new jobs.

Source: ESRI 2017, Kenosha County