

9915 39th Avenue • Pleasant Prairie, WI 53158

**TIME DATED MATERIAL**

## 2013 Village Budget Approved With No Increase in Tax Levy Tax Bill for a Median Priced Home in the Village Will Decrease 4.71%

Early in the budgeting process, the Village Board had directed staff to create a budget that would hold the tax levy down while maintaining a high level of service for Village residents. During a November 19 meeting, the Village Board considered and approved the 2013 General Fund Budget. The budget, as approved, maintains the 2013 municipal tax levy at the same level as 2012, includes no plans to borrow through the General Fund, and continues to pay down existing debt.

The approved budget in concert with lower residential and higher commercial and industrial property values will result in a decrease in the property tax bill for a median valued home in Pleasant Prairie. The Village portion of the property tax bill for a median assessed home in Pleasant Prairie will decrease by 4.71% or \$40. Based on approved budgets for all of the taxing bodies with authority in the Village, the overall property tax bill for

a median priced home in Pleasant Prairie will decrease by about \$204 or 4.5%.

When drafting the budget, the Village Board and staff were conscious of the fact that residential home values were still depressed, while industrial and commercial values have increased. The Village worked with the intention of tempering the impact that these two tax paying groups would absorb by maintaining the tax levy at a 0% increase. (The municipal tax levy is the dollar amount to be collected through the property tax in order to cover expenses for providing municipal services in the community.)

“Our intentions were (1) to absorb increasing expenses while avoiding a tax increase for residential properties when their values are at their lowest level and (2) not to exacerbate the increased tax responsibility for commercial and industrial taxpayers when their values are higher,” explained Village Administrator

### Index

Meijer/Supervalu, Cheddar’s Casual Cafe	page 2
Good Foods Group, New Tax Receipts, Emergency Alerts Request	page 3
General Fund Budget, Solid Waste Budget	page 4
General Fund Project Table	page 5
Where Your Tax Dollars Go	page 6
Veterans Day Thank You, Flood Advisory Follow-Up	page 7
Winter Weather Reminders	page 8

Mike Pollocoff. “We made a conscious decision to help soften the financial impact for property tax payers while still coming up with creative and innovative ways to keep providing a high level of service. That said, however, there will come a point when additional financial strain will begin to erode core services.” Information related to the 2013 budget is available at [PleasantPrairieOnline.com](http://PleasantPrairieOnline.com) under the **Assessments & Taxes/Finance Department** tab. 



*A great place to  
live, work & play!*

# Michigan-Based Meijer Acquires Supervalu's Midwest Distribution Facility in Pleasant Prairie



Meijer Inc., a Grand Rapids, Michigan-based grocer/retailer, has acquired the Supervalu Midwest Distribution Facility in Pleasant Prairie. Meijer intends to make improvements at the facility, located on the west side of State Highway 31 between State Highways 50 and 165. No time frame has yet been established for the improvements, though Site and Operational Plans are expected at a future date. Representatives for the Village of Pleasant Prairie and the Kenosha Area Business

Alliance (KABA) have been working with Meijer and Supervalu since June of 2012 to accommodate the exchange. A recent amendment made to Pleasant Prairie's Tax Increment District #2 will accommodate infrastructure improvements needed to support the Meijer facility, which is located adjacent to the district. Village representatives also plan to assist Supervalu as they work to retain and relocate their regional office positions in the area.

"Supervalu has been a great community partner for the entire Kenosha area, and we're excited that they'll retain their regional office jobs in our community," stated John Steinbrink, Village President. "We are equally excited to welcome Meijer as a new long-term business partner in our community." Meijer has recently been obtaining approval to build stores in the Milwaukee area. The company currently operates more than 200 combination stores, five regional offices, four distribution facility complexes, and 177 gas stations throughout Michigan, Ohio, Indiana, Illinois and Kentucky. □

## Site and Operational Plans Approved for Cheddar's Casual Cafe

*New neighborhood restaurant planned for Prairie Ridge retail area*

In November, the Village Plan Commission considered and approved Site and Operational Plans for Cheddar's Casual Café, a neighborhood restaurant focusing on value, a quality menu and customer service. Cheddar's has plans to build an 8,566 square foot restaurant on 2.4 acres at the southeast corner of Highway 50 and 104<sup>th</sup> Avenue. Access to the site will be available from 104<sup>th</sup> Avenue and 77<sup>th</sup> Street in the Prairie Ridge retail area. The Pleasant Prairie location will be Cheddar's first restaurant in Wisconsin.

The restaurant chain currently has 126 locations throughout the southern and eastern portions of the country, 73 corporate



owned and 53 franchise locations. Cheddar's anticipates creating 210 new jobs – 105 full-time and 105 part-time at the Pleasant Prairie location across 14 different shifts. The Pleasant Prairie location will be corporate owned.

Cheddar's was founded in 1979 in Arlington, Texas as a neighborhood restaurant. The company focuses on: handmade, high quality food, a polished atmosphere, a genuine approach to service, and explicit value pricing. The company has identified a potential late-summer opening in 2013. □

# Plans Approved for Good Foods Group in LakeView Corporate Park



*Good Foods Group LLC intends to begin food production at its new Pleasant Prairie location in mid-February.*

On Monday, November 12, the Pleasant Prairie Plan Commission considered and approved Site and Operational Plans for Good Foods Group LLC, an all natural food manufacturer of preservative free dips, sides and salads. Good Foods Group has plans to occupy a 56,335 square foot building in LakeView Corporate Park at 10100 88<sup>th</sup> Avenue. The Pleasant Prairie location will expand upon the company's current 10,000 square foot facility and additional rented space in Chicago.

While presenting at the November 12 meeting, Good Foods Group founder and CEO Kurt Penn indicated future intent to purchase the Pleasant Prairie building. The company plans to move all senior management to the new site, which will become the company's headquarters. Good Foods has plans to invest \$1.5 million to modify the facility and to purchase \$2.75 million worth of additional equipment. The company anticipates employing 50 to 75 employees at the Pleasant Prairie location upon startup with the potential for up to 150 employees within the first five years if the company experiences steady growth.

The Penn family founded Good Foods Group in 2007. Good Foods Group makes all natural refrigerated dips, salsas, salads and sides and then uses a high-pressure pasteurization process to preserve the foods naturally. The company distributes its products nationally to retail and food service outlets such as: Costco, BJ's, Whole Foods, Trader Joes, Potbelly's, Pret-A-Manger, Roti Mediterranean Grill, and Moe's Southwest Grill. The company anticipates that construction at the facility will begin within the next 30 days to accommodate a mid-February occupancy. □

## New Property Tax Receipts During 2012

In 2012, new property tax payment receipts will be printed at the time of payment and mailed to those not paying their bill in person. Residents will no longer need to provide a self-addressed stamped envelope to request a receipt by mail; receipts will automatically be provided.

The Village of Pleasant Prairie collects your property tax on behalf of six taxing bodies. The new receipts will identify how much of your payment is being sent to each of the taxing bodies and how much will remain in the Village to support the provision of municipal services in our community. Property tax statements are mailed during the month of December. □

## EMERGENCY ALERTS VIA TEXT

*Receive emergency alerts via text or email*

One of the fastest ways for emergency personnel to communicate with residents during an emergency situation is to send a broadcast text or email message. The Village has issued emergency messages via Nixle an average of seven times per year (including snow emergencies). The Village recently used Nixle as one means to alert residents during a period of potential flooding due to dangerous high waves on Lake Michigan.



Nixle is a service that allows public safety officials to send text messages to subscribers in the event of a public safety emergency such as: a missing child or person, police activity, evacuations, severe weather-related emergencies, and other dangerous situations. In order to receive emergency text or email messages, please visit [www.nixle.com](http://www.nixle.com) and click the "Sign Up Now" button; then carefully read and follow the directions you see there. □

# General Government Departments

General Government Departments in the Village include: Police, Municipal Court, Fire & Rescue, Public Safety Communications, Public Works, Parks, Engineering, Building Inspection, Assessing, Information Technology, Finance, Human Resources, Administration and Community Development. These departments receive income from property taxes, loans, grants, impact and other fees, the resale of capital equipment and donations. These funds are then used to cover day-to-day operating expenses, large capital purchases or projects, and to pay down General Government debt.

## What to Expect in 2013

Pleasant Prairie's 2013 General Government Budget will result in a small property tax decrease. For a home in the Village valued at \$188,000, this will translate into a \$40 decrease in the Village portion of the property tax bill, with the total Village tax of \$810 for the year. Approximately 66% of the budget dollars will be directed toward public safety and public works operations. The majority of the remaining percentage will be used to pay down debt and support General Government operations.

In 2013, the Village will proceed with plans to reinforce core public safety services while continuing to maintain a high level of service in all Village service areas. While the pace of road reconstruction will remain slow, the Village will continue with road maintenance programs during the spring and summer seasons. The table on the next page shows projects to be completed during 2013 by funding source.

## Debt Reduction and Borrowing

Over the past many years, the Village has followed a conservative borrowing schedule. This has enabled smaller debt payments over recent years. The Village will continue to pay down General Government debt and, similar to 2012, does not have plans to borrow additional funds during 2013. □

# Solid Waste Enterprise Fund

The Solid Waste Utility in Pleasant Prairie is operated as an "enterprise fund." It is called an enterprise fund, because it is operated like a business. Enterprise Funds receive income from: fees charged for services provided, loans, grants, the resale of capital equipment and donations. This income is then used to cover operating expenses, large capital purchases or improvements, and to pay down debt for the particular enterprise or area.

Pleasant Prairie uses the enterprise structure for its utilities to more fairly distribute the costs associated with the utilities to all who benefit from or have an impact on the enterprise. If the cost for operating these utilities was included on your property tax bill, smaller residential utility users could be paying the same as larger users, and residential users could be paying the bills for some very large utility users who are tax exempt (such as hospitals and the power plant). On November 19, the Village Board considered and passed the 2013 budget for the Solid Waste Utility.

## Solid Waste Utility - What to Expect in 2013

Solid Waste is the name of the utility that provides garbage, recycling, and leaf collection in addition to compost services for Village residents. As an enterprise fund, one of the ways the Solid Waste Utility covers the cost of providing services is by charging a fee for the services provided. During 2013, a small rate increase has been planned for the Solid Waste Utility in order to continue providing hazardous waste collection services for residents.

During 2012, the Village was notified that a State grant that covered the cost of this service for Kenosha County residents two times per year would be reduced by half. There would be no more State funds provided for a county-wide hazardous waste collection in Pleasant Prairie during the fall. In response, Village staff has developed a plan to provide this service for Village residents. The plan includes training staff to collect hazardous waste materials and constructing a storage facility to handle the materials until they are disposed of. Initial plans indicate one hazardous waste collection day per month between April and December (see your December Village Newsletter to learn more about the new collection program).

To cover the cost of the new collection program, Solid Waste fees will increase by 50 cents per month. Staff investigated the cost of providing hazardous waste collection services in-house as opposed to hiring an outside collection contractor. It was more cost effective for the Village to provide the service in-house nine times per year than it would be to hire an outside contractor to provide the service for residents three times per year. □





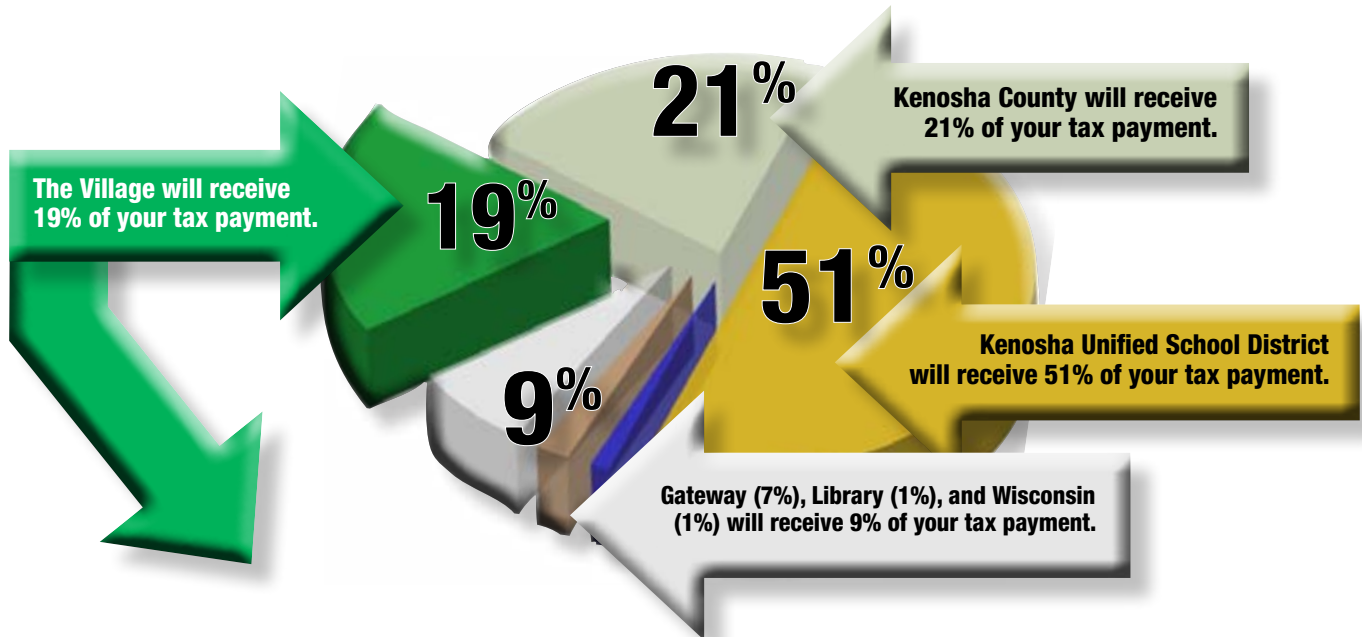
# General Government Departments

2013 Project/Expense	Cost	Purpose
<b>Funding Source: your property tax</b>		
Police vehicle fleet replacements (1/2 of fleet)*	\$138,000	allows for reliable fleet of Police vehicles; minimizes repair costs and vehicle down-time; keeps resale values higher ( <i>an additional \$21,000 will be funded by the sale of existing equipment</i> )
Self contained breathing apparatus	\$416,324	replace essential Fire & Rescue tool to meet current safety standards
Thermal imaging cameras*	\$12,576	equip each fire engine with a thermal imaging camera to enable rescue personnel to see clear images in dark fire environments ( <i>an additional \$15,000 will be funded by donations</i> )
Turnout gear racks	\$20,000	purchase mobile racks to hold fire turnout gear for department
Fire radio repeater system conversion	\$71,000	convert existing single frequency radio system to a repeated radio system for improved reliability (carried over from 2012)
Servers, storage, tape drives, communications equipment, DVRs, data center maintenance, Human Resource/Financial Software*	\$308,509	maintain and update computer and communications systems for reliable and efficient delivery of support services and data storage ( <i>an additional \$74,031 will be funded by Village enterprise funds</i> )
Apply micro surface to roadways	\$229,000	Sealant applied to roads in Prairie Ridge subdivision and on Terwall Terrace to extend road life and reduce future maintenance costs
Pulverize and relay asphalt on roadways	\$421,000	Resurface: 116 <sup>th</sup> Street between 39 <sup>th</sup> and 26 <sup>th</sup> Avenues; 98 <sup>th</sup> Avenue south of Highway C; 89 <sup>th</sup> Street between Cooper Road and Ingram Park
Voting equipment	\$56,000	replace six 16-year old voting machines; purchase one backup machine and one machine for a new Absentee Central Count location (carried over from 2012)
LED lights on Terwall Terrace	\$27,000	replaces existing lights for overall energy cost savings
New roof on salt shed	\$80,000	replace roof to protect road salt supply from water damage
Engineering survey equipment	\$8,800	enables staff to perform survey and layout work for Village projects
Ingram Park improvements	\$35,000	bring electrical service to the park for lighting/dog park
<b>Funding Source: grant</b>		
Satellite radio for Fire, Rescue and Police	\$30,000	improves radio communications reliability during emergencies

\*Projects marked with an asterisk have more than one source of funding.

# Where Does Your Property Tax Payment Go...

New in 2012, property tax receipts will be printed and given at time of payment or mailed to those not paying their tax bill in person. The receipts will identify how much of your payment is sent to each of the taxing bodies.



## What Happens to the 19%

The majority of 2013 budget dollars (approximately 66%) will be used to provide public safety services, such as police, fire and rescue, and public works services, such as snow plowing, road maintenance, and similar work. The remaining amount (roughly 34%) will be used to: pay down existing debt, finance General Government's day-to-day operations, operate a Community Development Department, and maintain the Village parks. Percentages for each area are shown below (percentages are rounded).



50% will be invested in public safety services, including police, fire and rescue



16% will be invested in public works services, such as snow plowing, road maintenance and the like



9% will be used to pay down existing debt, and another 20% will be used for general government operations



5% will be used for the Community Development Department and the Village parks system

# Thank you for joining us...



The Village would like to thank those of you who joined us on November 10 for the Veterans Day Ceremony at the Veterans Memorial inside Prairie Springs Park. Your presence at the ceremony was a tribute to all of those who have served and are serving in our country's military. Thank you for helping to honor our service men and women.

The Village would once again like to extend its thanks and congratulations to Pleasant Prairie VFW Post 7308 for its support and being named Wisconsin's All State Team Post for 2011-2012. This is the second consecutive year Post 7308 has received this honor.

### ***Additional thanks to...***

VFW Coat of Arms Post 2751  
Kenosha Area Vietnam Veterans  
Navy Club - Ship 40  
Denise Dietsche -  
*WI State Coordinator/Warriors' Watch Riders*  
Jim Reynolds -  
*Warriors' Watch Riders/Bugles Across America*  
Gary G. Wetzel -  
*Congressional Medal of Honor Recipient - Vietnam*  
Charlie Wakefield -  
*Stars & Stripes Honor Flight Spokesperson*  
Pastor Donald Hackbarth  
Paielli's Bakery  
Culver's of Pleasant Prairie  
Tremper Trojanette Dance Team

## Late October Flood Advisory Follow-Up



*Several volunteers, a crew of County inmates and Village staff worked to fill sandbags to help protect lakefront homes from potential water damage from high waves on Lake Michigan on the evening of October 29 and on October 30.*

Around mid-day on October 29, the Village President and staff were notified of a special marine weather forecast by County Emergency Management officials. The forecast indicated that dangerous high waves of 14 to 18 feet were anticipated along the Lake Michigan shoreline in the southeastern most part of Wisconsin. A Village team gathered to discuss how the forecasted conditions could impact the lakeshore area in Pleasant Prairie.

The team took into consideration the level of the water in Lake Michigan, the anticipated wave height, and the actual mapped elevation of homes along the Lake Michigan shoreline when determining what course of action to take in response to the marine weather message. The forecasted circumstances would have impacted a substantial number of homes near the Lake Michigan shoreline in Pleasant Prairie with flooding. Along with flooding concerns, the team considered additional dangers to the public related to electrical and natural gas utilities, access to homes by emergency personnel, and structural impacts of water surges coming ashore.

The Village began the process of notifying impacted residents of the recommended course of action. The Village issued a voluntary evacuation advisory for residents in the area of where the flooding would have occurred had waves reached the forecasted height at the shoreline. The Village also began a sandbag operation to provide residents with sandbags to help reduce the potential for property damage to homes. An Emergency Operations Center was established by Kenosha County Emergency Management to handle any potential outcome to the situation. Many individuals and businesses volunteered time and energy to assist lakeshore residents with sandbags.

As the forecasts were updated with lower wave heights the Village issued revised updates for residents. Revised forecasts predicted lower wave heights along the shoreline due to a change in the direction of the wind. The weather event ended with no negative impact. ***The Village would like to thank all of the individuals, businesses and neighboring municipalities for their concern for lakeshore residents and their willingness to offer assistance during this time period.*** Staff also urges residents to please consider signing up for emergency alerts via text and/or email at [Nixle.com](http://Nixle.com) (see page 3 for more information on Nixle). □



# Winter Weather Snow Safety Reminders



When snow starts to fall, the Public Works Department activates its Snow and Ice Removal Plan. Exactly what happens under the plan depends on the amount of precipitation that has fallen, what's predicted to fall, the temperature, the expected duration of the storm, and moisture content. There are steps you, as a resident, can take to ensure that snow removal operations run safely and smoothly...

## **Remove your vehicles from public streets when approximately 2 inches of snow has fallen or is predicted to fall.**

Vehicles parked in the road not only make it more difficult for our drivers to thoroughly clean the streets, but it also endangers their safety by forcing them to zigzag in and out of traffic on slippery roads. As a reminder, the Village will ticket violators. You can learn of snow emergency announcements on Time Warner Cable Channel 25, at [PleasantPrairieOnline.com](http://PleasantPrairieOnline.com), or by text or email through [Nixle.com](http://Nixle.com) (see page 3).

## **If possible, stay off the road. As much as possible, please avoid driving or parking on the road during heavy snowstorms.**

Our primary purpose is to clear streets for emergency vehicles. The less traffic our drivers encounter, the faster and more efficiently they can clear the streets.

## **Drive cautiously. If you must be out, please use extreme caution.**

Many motorists drive too fast for conditions or try to stop too quickly. Drive slowly and defensively. Often times it is necessary to drive more slowly than the posted speed limits, which are based on dry pavement conditions. Use your headlights

when precipitation starts. Always use your seat belts and drive sober.

## **Use caution when you encounter a snowplow.**

Please use extreme caution when driving behind or passing a snowplow. State law requires that you stay at least 200 feet behind a working snowplow. When following a snowplow, make sure that you can see the driver's mirrors to ensure that the driver is able to see you. If you have to pass a working snowplow, please be careful. The snowplow can create a cloud of snow that can obscure your vision. The roadway behind a plow is usually in better condition than the roadway in front of it.

## **Find winter road conditions and traffic information before getting on the road at 5-1-1.**

Via phone, text or online, 5-1-1 can help you plan for safer travel during the winter weather season. To learn more about this Wisconsin Department of Transportation service, visit <http://my511.511wi.gov/>.

## **Do not shovel or blow snow into public streets.**

This not only defeats the purpose of our snow plowing, but causes unsafe conditions for all drivers. All shoveled or blown snow should be piled in your yard or parkway.

## **Keep children well away from the street.**

Please remind children playing in the snow or building snow forts or snowmen to stay well away from the street.

## **Keep sidewalks and fire hydrants clear.**

If you live in a portion of the Village where sidewalks have been installed, please remove snow and ice from your sidewalk. Please also remember to clear snow and ice away from fire hydrants located on or near your property. Keeping hydrants clear will help save valuable time, should a fire emergency occur.

## **Help your neighbors.**

The Village encourages all residents to please assist their frail or elderly neighbors with snow removal tasks whenever possible. ☐

**More information related to Pleasant Prairie's Snow and Ice Removal Plan is available at [PleasantPrairieOnline.com](http://PleasantPrairieOnline.com).**

